NOVEMBER 3, 1952 TECHNICAL SOCIETY 35c PER COPY

# BROADCASTING TELECASTING

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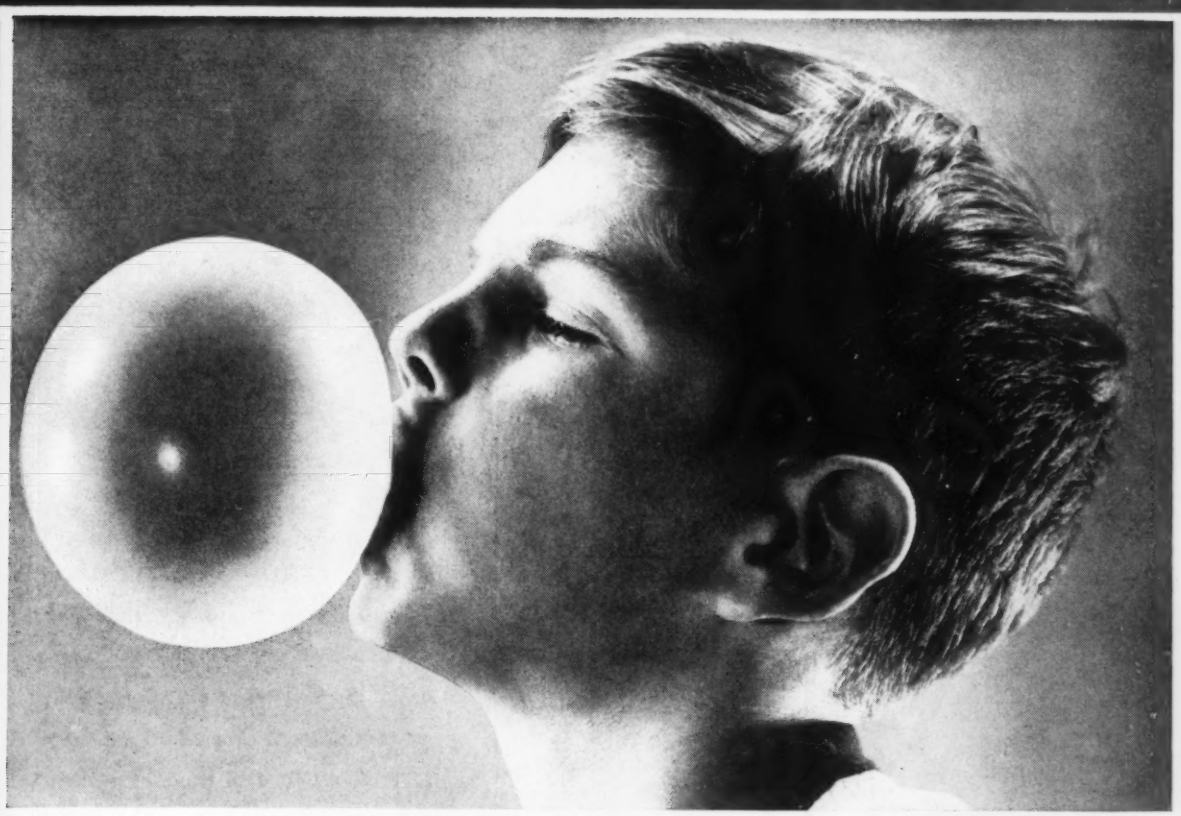
22ND year

THE NEWSWEEKLY OF RADIO AND TV



Like kids go for bubble gum

Baltimore merchants go for WITH like kids go for bubble gum. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

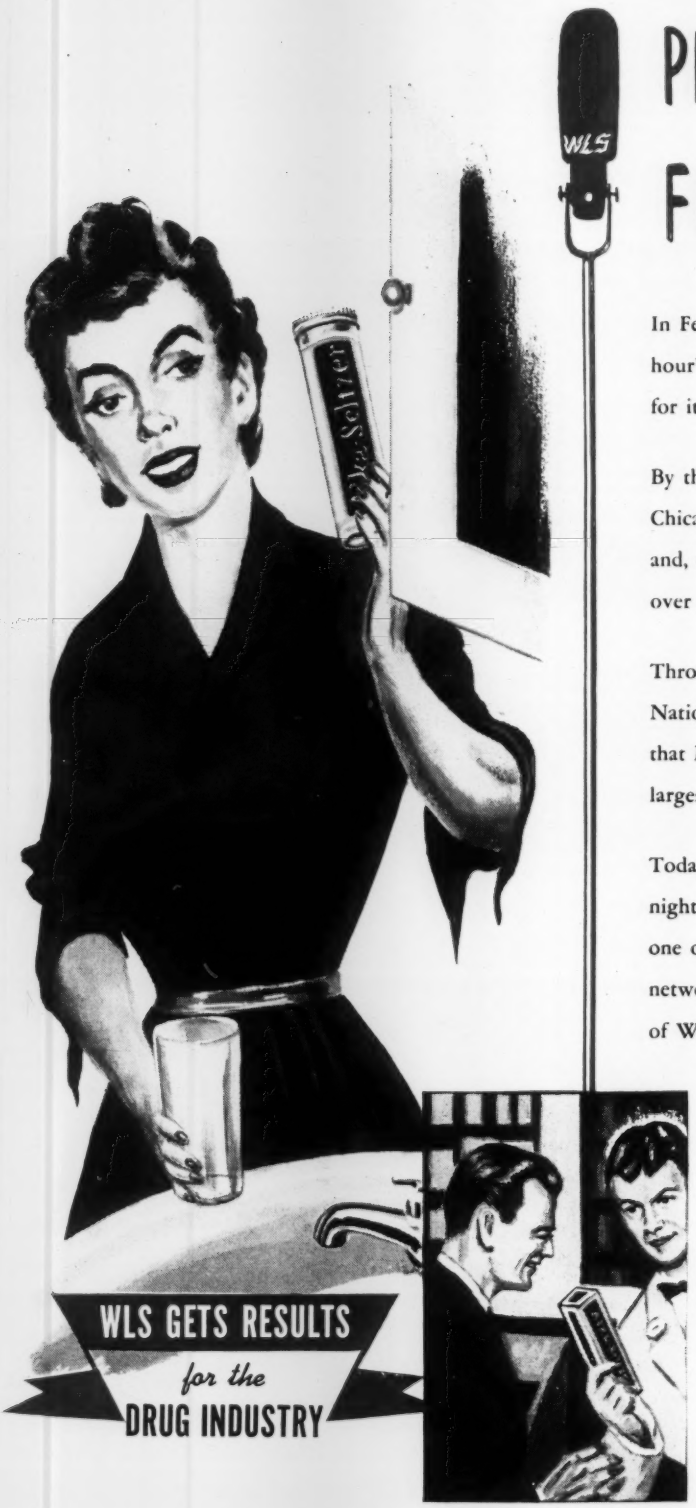
IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

# An hour a week on WLS

# PROVES RADIO'S POWER FOR ALKA-SELTZER...




In February, 1933, Miles Laboratories decided to see what an hour's sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles' fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule every Saturday night on the WLS National Barn Dance program. WLS is one of the few *individual* stations on the Miles' otherwise network radio schedule... further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.

If *you* want to put *your* product over in a big way... see your John Blair man, or contact us, today. Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.



**WLS GETS RESULTS** *for the* **DRUG INDUSTRY**

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

**CLEAR CHANNEL HOME of the NATIONAL BARN DANCE**

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

# you don't have to be a magician...

## ...to know that WHIM stretches your PROVIDENCE advertising dollar!

**HERE'S THE TRICK...**
**WHIM'S popularity in PROVIDENCE,* and attractive rate structure.**

*Represented Nationally by the Headley-Reed Company*

*PULSE, MARCH-APRIL 1952-17 OF THE TOP 25 LOCALLY PRODUCED SHOWS BELONG TO WHIM! HOOPER CREDITS WHIM WITH 16 OF 25.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

# the world at 11:00 P. M.

**World News and Sports Highlights** program unfolds, nightly at 11 p.m., when the newsworthy events of the day pass before the camera. WGAL-TV viewers see history in the making. On-the-spot war news from Korea . . . latest happenings in the UN . . . the Washington scene . . . the sports picture. Up-to-the-minute INS Telenews films and United Press stills are used to keep viewers abreast of world-wide developments.

**Regional News** takes over following World News. Whatever is new and important on the local and regional scene appears before the camera or is authentically recorded by WGAL-TV's own camera crews. Other daily WGAL-TV news periods follow the same pattern. It's easy to understand why viewers throughout a ten-county area keep their eyes on WGAL-TV for a complete, unbiased, informative account of each day's news and events

# WGAL-TV

**Lancaster, Pennsylvania**

A Steinman Station

Clair R. McCollough, Pres.

*Represented by*

**ROBERT MEEKER Associates**

New York Chicago Los Angeles San Francisco



XUM

# at deadline

## CLOSED CIRCUIT

WHATEVER outcome of tomorrow's (Tuesday) elections, Paul A. Walker will not submit his resignation as Chairman of FCC. If new President (Ike or Adlai) wants new Chairman, Mr. Walker feels he has right under law to select him from among FCC membership. Mr. Walker, who's enjoying Chairmanship, despite his 71 years, has no intention of resigning either Chairmanship or Commissionership. His present term expires next June 30. That's word as of late Friday night.

PLAN WHEREBY full broadcasting-telecasting rights to National Professional Football League games would be sold for blanket figure of possibly $1,500,000 being talked up in League circles. Leading proponent is George Marshall, owner of Washington Redskins. Plan could encompass two games per Sunday—one from West and other from East, or roughly four hours of time. This, it's said, could be answer to NCAA headache by placing pro football on level with big league baseball.

ROUND OF RADIO network rate and discount adjustments, which started with CBS Radio in August, appears all but complete. Though they've made no public announcement, officials of Mutual, last to make realignment move, say affiliates' acceptances in hand assure effectuation of proposed changes on Jan. 1, as planned [B•T, Oct. 20].

TELEVISION homes with three or more radios report relatively small decrease in time at least one radio is in use, just completed national research shows. Homes with two radios and one TV set show greater drop and those with one each greatest. Research also confirms widely held belief that morning kitchen and bedroom listening continue high in spite of TV set in living room.

IF EISENHOWER is elected, his "little White House" may well have radio connotations. It's whispered that Sam Pickard, former member of Federal Radio Commission and afterward one of William S. Paley's chief architects in fashioning CBS, is building special quarters at his sportsman's resort, Paradise Point, Crystal River, Fla., for General Ike. Quarter century ago, Ike and Sam were Washington buddies—Ike was major and Sam, Dept. of Agriculture's first radio man.

DEEPFREEZE Appliance Div. of Motor Products Co., North Chicago, Ill., thinking of appropriating $500,000 per year to television, as supplement to successful use of Gabriel Heatter on Mutual, which firm has just renewed for another 13 weeks. Deepfreeze reportedly wants TV as soon as possible with right vehicle. Agency is Roche, Williams & Cleary, Chicago.

WITH space at premium in Presidential inauguration coverage, WOL Washington is quietly working on plan to set up special net-

*(Continued on page 6)*

## RADIO LOWEST COST MEDIUM, HEYNE TELLS ILLINOIS GROUP

RADIO offers advertisers lowest cost-per-contact medium, Norman Heyne, vice president of Ruthrauff & Ryan, Chicago, told Illinois Broadcasters Assn. Friday at Springfield. Scoffing at competitive charges that medium is dying, Mr. Heyne said it isn't even sick.

William Holm, WLPO LaSalle, elected IBA president, succeedng Charles C. Caley, WMBD Peoria. Charles R. Cook, WJPF Herrin, elected vice president, and Merrill Lindsay, WSOY Decatur, secretary-treasurer. Angus D. Faff, WNMP Evanston, elected to board.

Mr. Heyne reminded there are more auto radios than TV sets, with radio still growing twice as fast as TV. He added, though, that TV is "competitive to radio, whether you like it or not." He said radio now reaches over 95% of population compared to TV potential of 65%. Nationwide, he declared, people listen 108 minutes per day to radio compared to 43 minutes of TV viewing. He added that in TV markets they watch 2½ hours per day compared to one hour of radio listening. Loss in radio listenership, about fourth, is enough to justify rate adjustments, he felt.

Evaluating daytime media, he cited figures showing radio reaches 934 persons per dollar, TV 365, magazines 334 and newspapers 240. Story is different at night, he said, but did not give parallel figures.

Walter Rothschild, WTAD Quincy, moderated sales panel.

## AT&T ADDS 2,800 MILES TO TV NETWORK

AT&T is temporarily adding some 2,800 channel miles of TV network facilities to its permanent circuits for use tomorrow (Tuesday) in transmitting on-spot election programs over nearly 30,000 miles of intercity TV channels reaching 110 TV stations in 67 cities, A. F. Jacobson, Long Lines director of operations, announced over weekend. He estimated that 99% of nation's more than 18,700,000 TV sets would be able to receive Election Day TV network programs.

Facilities being added include eastbound channel from Chicago to New York, which with present channels will provide three separate networks between New York, Chicago and Washington; channel from Los Angeles to Denver via Oakland, making it possible for two programs to be carried simultaneously over network to Denver; third westbound channel from Oakland to San Francisco. In addition, Mr. Jacobson said, facilities are being added to permit nationwide connection of TV and radio broadcasts from headquarters of both major party Presidential and Vice Presidential candidates on election night.

## THEATRE USES TV FILM

CBS-TV's *See It Now* program of June 29, titled "One Plane, One Bomb, One City" dealing with mock enemy bombing attack on New York City, will be presented as feature film at New York's Victoria Theatre for seven weeks, starting Thursday.

## BUSINESS BRIEFLY

50 MARKET CAMPAIGN ● Good Luck Margarine to start radio spot announcement campaign Jan. 5 in 50 markets for 52 weeks, using five to ten participating programs [CLOSED CIRCUIT, Oct. 27]. In each case featured personnel on such programs will deliver commercial live. Agency, Hewitt, Ogilvy, Benson & Mather, N. Y.

EXTEND CAMPAIGN ● Current eight-week radio spot campaign for Shulton Inc. (men's toiletries), N. Y., so successful that its agency, Wesley Assoc., also N. Y., is recommending campaign be extended to 52 weeks in at least dozen major markets.

SHAVE CREAM SPOTS ● Rapid Shave Cream, product of Colgate-Palmolive-Peet Co.,

*(Continued on page 110)*

## GENERAL ELECTRIC TO UP RADIO, TV ADVERTISING

JOHN G. PORTER, advertising manager of General Electric Co.'s major appliance division, Louisville, reported Friday that its "considerably increased advertising budget for 1953 includes major increases in both radio and television." Although company did not reveal how much of its $12 million 1953 advertising budget was to be allocated to radio and TV, Mr. Porter said major and small appliance divisions are urging dealers to augment company's schedule with local spot radio and spot TV. Major appliance division through Young & Rubicam, N. Y., already sponsors *Joan Davis Show* on NBC-TV and *Bing Crosby Show* on entire CBS Radio network. Company also underwrites *Fred Waring Show* on CBS-TV on institutional basis.

## MUTUAL EXECUTIVES TO MEET WITH AFFILIATES

TO HELP develop stronger network-affiliate relations, group of MBS executives, headed by President Thomas F. O'Neil, will conduct series of two-day regional meetings in six cities from Nov. 13 through Dec. 9, network announced Friday.

Seminars initiated with formation of Mutual's Affiliate Advisory Committee in May 1951, will include discussions on programming, sales, station relations, promotion and research.

Attending various meetings, in addition to Mr. O'Neil, will be William H. Fineshriber Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; Robert A. Schmid, vice president in charge of advertising, research and press information; Julius F. Seebach, vice president in charge of programs; J. Glen Taylor, vice president, General Teleradio Inc. and MBS board members; Bert J. Hauser, director of co-op programs; Charles Godwin, director of station relations, and Roy Danish, Robert Carpenter and Robert Kennett, Division managers, station relations.

Schedule of meetings: New York City, Nov. 13-14; Chicago, Nov. 17-18; Salt Lake City, Nov. 20-21; Atlanta, Dec. 1-2; Biloxi, Miss., Dec. 4-5 and Dallas, Dec. 8-9.

for more AT DEADLINE turn page

# at deadline

## WOW CANCELS HOOPER; OMAHA SURVEY CONTINUES

WOW OMAHA has failed to renew annual Hooper contract because, according to Sales Manager Bill Wiseman, station was dissatisfied with "1. the 'duplex' interviewing method; 2. the combination Radio-TV question; 3. the size of the sample." WOW has contracted with The Pulse for semi-annual area surveys covering one hundred counties of its primary service area.

Hooper's New York office reported they would continue Omaha survey on firm order from KOWH. When asked about reports of other cancellations they reported other stations in area had not been heard from.

In another state, Hooper interviewers were reported still on job in San Antonio, collecting data on listening and viewing, despite introduction of premium-for-identification plan by one station which allegedly twists results of telephone interviews [CLOSED CIRCUIT, Oct. 27]. Hooper TV report for San Antonio will be published; radio report in doubt at this time. Stations in that Texas city reported to be trying to resolve sticky situation themselves, hope to have it settled by mid-November.

## WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc. petitioned FCC Friday to dismiss without prejudice its uhf Channel 21 TV application for Fort Wayne, Ind., which would leave two others seeking frequency (changed to Channel 69 in correction to Sixth Report). WRS, owner WBZ-TV Boston and applicant at Portland, Ore., Philadelphia and Pittsburgh, told FCC it "has been investigating the possibility of acquiring (through purchase or application) television broadcasting facilities in a number of other cities . . . in which the opportunity for public service may be greater than in Fort Wayne."

## AMEND FARGO APPLICATION

AMENDMENT of TV application to seek Fargo, N. D., Ch. 6 instead of Ch. 13 by North Dakota Broadcasting Service presumably leaves way open for grant to Red River Valley Television Corp. (combination of KFGO Fargo and KVOX Moorhead, Minn.), sole remaining Ch. 13 applicant there. However, change to Ch. 6 puts North Dakota Broadcasting into competition with WDAY Fargo. Principal in North Dakota Broadcasting is John W. Boler, owner of KSJB Jamestown and KCJB Minot, N. D.

## TV RECEIVER POTENTIAL

POTENTIAL $14 million worth of business for retail TV dealers in Lubbock and Great South Plains area during next 14 months was predicted by Dan D. Halpin, general sales manager of receiver division, Allen B. DuMont Labs., in statement released today (Monday). He added he expects sale of 40,000 receivers in areas to be covered by KDUB-TV Lubbock, which goes on air in about three weeks.

## FM PERMITS GRANTED

TWO Class B FM permits granted by FCC Friday, one to Clemson Bcstg. Co., Clemson, S.C., for Channel 246 with ERP 53 kw; other to WSNW Seneca, S. C., for Channel 251, ERP 6.5 kw.

## In this Issue—


SPENDINGEST campaign in history approaches a close. Radio and television given an unprecedented workout in the 11th hour of the race. *Page 23.*

BUT it isn't all gravy for broadcasters by any means. Seldom if ever has a campaign produced so many legal headaches in political broadcasting. Long after the election is over, broadcasters will be coping with problems of the campaign. *Page 23.*

FCC backs down—at least part way—on its threat to put broadcasters in the doghouse if they refuse rebroadcast rights to their programs. *Page 25.*

NEW $1 million TV film syndicating and producing company formed by a coalition of broadcasters and film executives. *Page 29.*

CBS and the American Cancer Society have teamed up to educate U. S. doctors in the subject of cancer and its treatment. It will be carried on by color television and if it lives up to expectations may reduce cancer to a secondary disease. *Page 32.*

DUANE JONES wins a precedent-setting judgment against former officers of his agency who formed another with some of his accounts. *Page 40.*

EASTERN annual conference of the American Assn. of Advertising Agencies looks into problems of costs, new talent and the use of TV film. *Page 71.*

WHAT would a shift in control of Congress mean to broadcasters? Here's the way new committee assignments would shape up if control changes parties. *Page 26.*

NETWORK and station coverage of the election returns will be the most elaborate ever. *Page 27.*

FCC issues a primer on radio and television broadcasting. It's a handy work for anyone entering the business and a good refresher course in basic information for those who are in it now. *Page 28.*


## *Upcoming*

**Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington, D. C.**

**Nov. 6-8: National Assn. of Educational Broadcasters Convention, Minneapolis.**

**Nov. 6-8: CBC Board of Governors, Ottawa, Ont.**

**Nov. 7: Louisiana Assn. of Broadcasters, Jung Hotel, New Orleans.**

**Nov. 7-8: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.**

***(Other Upcomings, page 74)***

# Closed Circuit

*(Continued from page 5)*

work to feed independent stations. Provision would be made for local cut-ins on restricted basis.

FIRST WORD from FCC on actual merger of AM applicants for TV due this week, after several delays. Slated for consideration is joint application of WBML and WNEX, Macon, Ga. (Macon Television Co.). There are no signs to indicate that approval will not be forthcoming. Action, if favorable, expected to flush out scores of plans for "marriages".

LIKELIHOOD of merger action this week (see above) brought revelation that fortnight ago FCC was prepared to act on Wichita Falls, Tex., fusion of KWFT and KTRN involving both newspaper and motion picture interests. Favorable action there was indicated but block application was filed day before consideration, forcing both into hearing.

NEGOTIATIONS UNDERSTOOD underway for entry of U.S. station representative firms in Canada with branch offices through partnership or outright purchase of one or more Canadian station representative firms. Move is planned to compensate for loss of U.S. business now being placed through Canadian offices of U.S. advertising agencies.

WILLIAM WIGHT, for 14 years in charge of Washington operations of Carl Byoir & Assoc., resigns Dec. 1 to become director of public relations of Philco, with headquarters in Philadelphia. He was former crack correspondent with AP in Washington. Lyle Youngstrom, second in command, slated to succeed him for Byoir. One of principal Byoir accounts is RCA.

INDICATION of headaches facing FCC reflected in agenda, which shows that on Nov. 17 no less than 10 hearings on competitive TV applications will be held simultaneously in Washington. This not only taxes its manpower on processing of pending applications but also raises question as to where so many hearings can be held.

SOME OF FCC members really lifted their eyebrows last week when they read in Washington press that Chmn. Paul A. Walker and Comr. Frieda B. Hennock had appeared before D. C. Board of Education to urge prosecution of application for noncommercial educational TV station on reserved Ch. 26. Amazement came from quote attributed to Chmn. Walker that FCC would swiftly approve application. School Board agreed to tackle Congress for initial budget of $400,000, and promptly filed—even without money.

HECTOR CHEVIGNY, official candidate for president of Radio Writers Guild in elections Thursday, says he will file suit against 31 Guild members who signed petition said to charge Mr. Chevigny with "consistently and publicly" supporting an allegedly pro-Communist faction within Guild.

## NBC LIKES RULE CHANGE

FCC's order removing 10-day reporting clause from rebroadcasting rule (story page 25) is "highly gratifying," spokesman for NBC said Friday. He said network is "very pleased that the Commission took a new look at the rule and changed it."

**for more AT DEADLINE see page 110**

# ELECTED!

X **BY THE PUBLIC** who have given us better ratings than ever—against tough competition.

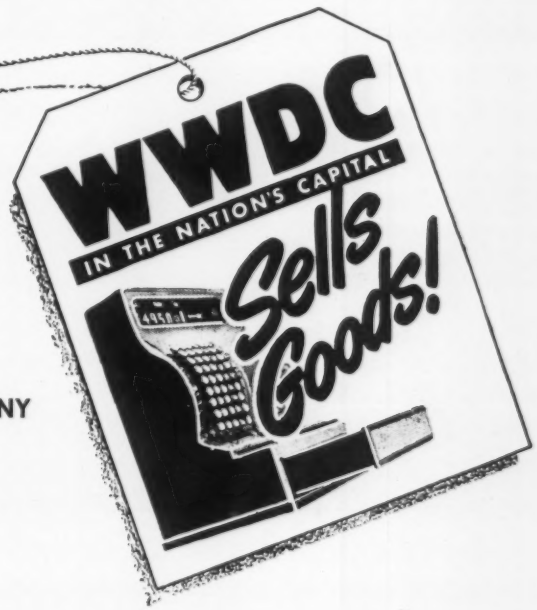
X **BY NATIONAL SPOT ADVERTISERS** who have spent more money with us in the first ten months of 1952 than in any other similar period in our history.

X **BY LOCAL ADVERTISERS** who spend more money on WWDC than any other radio station in the Washington area.

**WWDC**

**The sales result station in the nation's capital.**

**REPRESENTED BY JOHN BLAIR & COMPANY**



wdod is now operating both AM and FM facilities twenty-four hours a day . . . to tap a new market . . . the Southeast's industrial night worker.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company



# BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

*Published Weekly by Broadcasting Publications, Inc.*

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

**TORONTO:** 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

**SUBSCRIPTION INFORMATION**

**Annual subscription for 52 weekly issues: $7.00.**

**Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.**

**Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.**

**Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.**

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office



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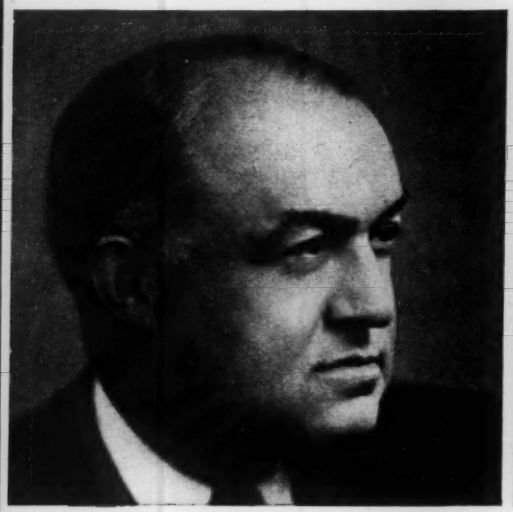
# KDKA

## PITTSBURGH

# What Leading Advertisers Think



EDWARD R. MITTON, *President*
Jordan Marsh Company

"Jordan Marsh is pleased to begin its fifth consecutive year with WHDH. Our exclusive fifteen minutes of news every morning 7:30 to 7:45 on this station plays an important part of our radio advertising."

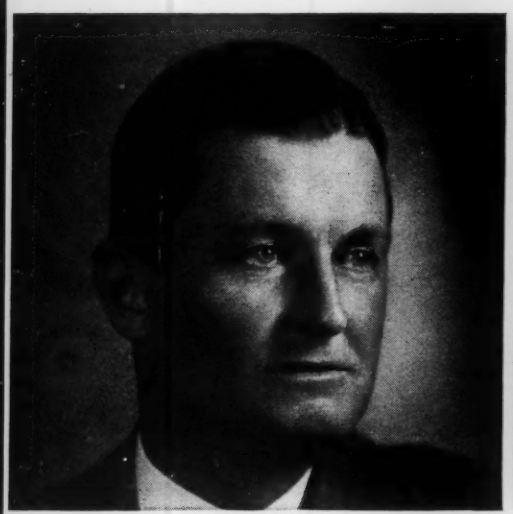
ARTHUR G. PLANTE
*Ass't Vice Pres. Public Relations*
New Haven Railroad

"Our sponsorship of the radio coverage of the Democratic and Republican National Conventions over WHDH exclusively was one of the most effective advertising promotions ever used locally by the New Haven Railroad. It was an excellent supplement to our continuing sponsorship of 'Hal Clancy Reports the News' 52 weeks of the year."

RALPH CAREY, *N. E. Manager*
Shell Oil Company

"Shell Oil Company has sponsored five-minute news programs at least twice daily over WHDH for the past five years. When motorists drive in to service stations with requests for the products advertised, we know WHDH is producing."

# What Leading Agencies Think

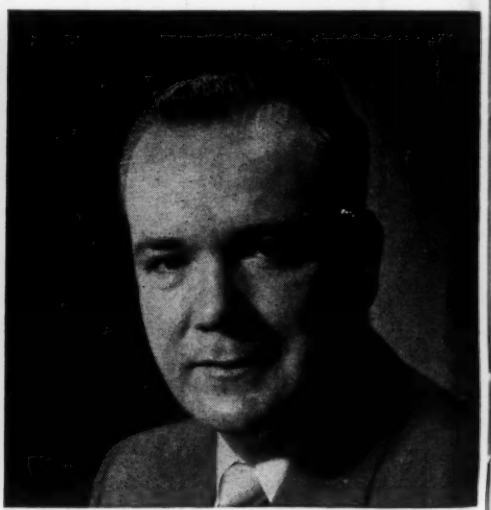


FRANCIS W. HATCH, *Vice President*
Batten, Barton, Durstine & Osborn, Inc.

"Our programs for the First National Bank of Boston have been on WHDH without interruption during the past 2½ years. This continuing campaign has been most effective in helping to promote bank services."

J. PAUL HOAG, *President*
Hoag & Provandie, Inc.

"For many years we have bought substantial amounts of both program and spot time on WHDH for various clients. Listenership figures provide a measure of the large and loyal audience that WHDH enjoys. Our own experience proves its responsiveness, measured by outstanding sales results."



JEROME O'LEARY, *President*
Jerome O'Leary Advertising Agency

"We find that Boston radio, used intelligently, will produce more customers per advertising dollar than any other medium. Our agency's radio billing is among the highest in New England. More advertising dollars are placed on WHDH than on any other individual radio station."

Owned and Operated by The Boston Herald-Traveler Corporation • Represented Nationally by John Blair & Company

XUM

# About Boston's Leading Radio Station

ARTHUR J. CHANTER
*New England Regional Manager*
Studebaker Corporation

"Studebaker's sponsorship of the 6:00 P.M. news nightly over WHDH is now in its fifth year. Such longevity would never have been possible without the full support of individual dealers. Nor would that support have been forthcoming but for the demonstrated value of the program."

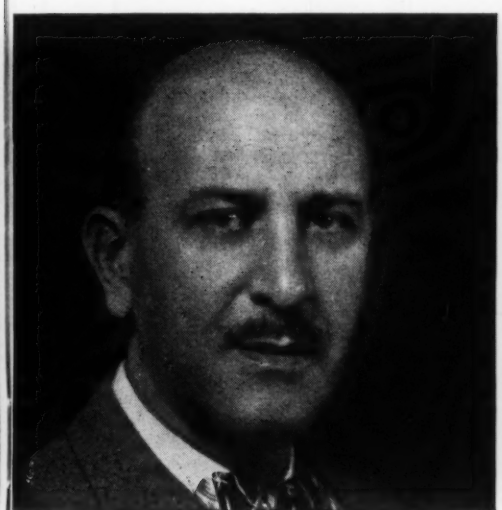
H. GILSON, *President*
Washburn Candy Corporation

"The Washburn Candy Corporation has made great strides in the promotion of its Waleeco Cocoanut Bar; in this, WHDH has played a major role. Our program sponsorship is now in its fourth year."

RALSTON H. COFFIN
*Director of Advertising and Sales Promotion, Consumer Products*
Radio Corporation of America
RCA Victor Division

"WHDH's promotion for 45 rpm records helped to spearhead our national campaign. Their ideas, follow-through, and cooperation have been outstanding."

# About Boston's Leading Radio Station



GABRIEL M. STERN, *Exec. Vice Pres.*
Hirshon-Garfield, Inc., Boston

"Our numerous weekly radio programs on WHDH have all done effective jobs for our clients in the food, clothing, houseware, and luxury product fields by creating strong New England consumer demand for the clients' products, at a comparatively small cost."

JOHN C. DOWD, *President*
John C. Dowd, Inc. of Boston
Dowd, Redfield & Johnstone, Inc.
of New York

"Placing business from New York as well as Boston, our agency realizes the stature of WHDH as one of the country's leading independent stations. We feel it is an extremely effective vehicle in any local advertising campaign."

GEORGE C. WISWELL, *Treasurer*
Chambers & Wiswell, Inc.

"WHDH and Curt Gowdy make a great sports team. We are currently sponsoring a very successful sports program on WHDH five nights per week for the Chevrolet Dealers Association."

850 KILOCYCLES • 50,000 WATTS • BOSTON

**WHDH**

YOUR CONSUMER IS WSPD'S BEST CUSTOMER

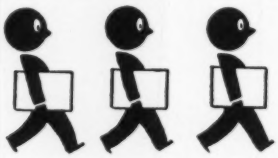
Webster defines CONSUMER as "one who spends, a purchaser." Here in Northwestern Ohio each consumer spends $1,331 in retail buying—proof that this is a Top Consumer Market. But the big job is to direct this spending—towards *your product*. Statistics prove radio does that job. Here in this thriving market the total owned radio sets is Above the nation's average—proof they're sold on radio. The most important statistic of all—WSPD delivers 60% more audience than any other local station—proof they're sold on WSPD. So, the answer is easy—use radio—use WSPD—because Your Consumer is WSPD's Best Customer. Sell on the station this BILLION DOLLAR MARKET'S *Sold On*—WSPD, Toledo.

WSPD AM-TV

Storer Broadcasting Company

TOM HARKER NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ



## agency

**FRANK McCORD** elected vice president in charge of research and merchandising and **WINSOR H. WATSON Jr.** elected vice president and account supervisor at Cecil & Presbrey Inc., N. Y.

**BERNARD WEISS**, assistant production manager, McCarty Co., L. A., to H. M. Gardner Assoc., that city, as production manager.

**JAMES W. JOHNSON**, account executive with Young & Rubicam, N. Y., appointed manager of Detroit office, succeeding Elliott E. Potter, who has resigned effective Jan. 1 to establish new automotive dealership in Miami.

**ARTHUR W. WEIL Jr.**, vice president and account executive, Hirshon-Garfield, N. Y., to Foote, Cone & Belding, N. Y., as account executive.

**NORMAN PETERZELL**, account executive, Grey Adv., N. Y., to Biow Co., that city, on Procter & Gamble account.

## on all accounts

A YEN to be outstanding apparently was the personal gadfly which drove Robert Winston Dailey up the more often than not rocky path to success in the advertising business.

The vice president and general manager of McCann-Erickson's Cleveland office some eight years ago was contented enough as director of publicity, news and special events at WTAM Cleveland, NBC's o and o station, where he had worked for the preceding eight years.

The transition came when an agency executive, proud of his trade, did a little scoffing within earshot of Mr. Dailey.

The better a radio newsman writes news, the advertising man allowed, the worse he writes radio commercials. Mr. Dailey promptly produced some commercials—50 of them—and McCann-Erickson just as promptly hired him.

Mr. DAILEY

Born in Olney, Ill., Mr. Dailey had a rather peripatetic early life, spending his boyhood in Minneapolis, Billings, Mont., Kansas City, Cleveland and Toledo.

After attending the U. of Toledo, with a major in economics, he joined the Toledo *Blade* and spent the next four years writing general assignment, police and labor stories, ending as radio editor, from which job he joined WTAM.

As a cub reporter on the *Blade*, Mr. Dailey hit the journalistic world with a bang when his photograph appeared on the lead page of *Editor & Publisher*, showing him sitting underneath a desk with a telephone in hand, after he covered the spectacular Electric Auto-Lite strike in Toledo from within the riot-bound plant.

Prowling through the darkened plant at night for 14 hours until the Ohio National Guard arrived to rescue non-union employes and executives, he gave a blow-by-blow account of what is said was the nation's first automotive strike to readers of several extra editions issued that night. Besides the *E & P* trade recognition, he received his first by-lined story and his first salary increase from the *Blade's* editor, Grove Patterson.

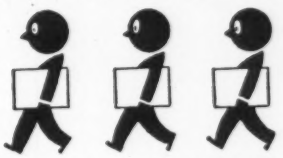
As radio-TV director and account executive for McCann-Erickson's Cleveland office, he helped create and produce many outstanding regional programs, including the famous *Ohio Story* for Ohio Bell Telephone Co. This program,

*(Continued on page 54)*



XUM

# beat



**PAUL GERHOLD**, director of research, Foote, Cone & Belding, N. Y., elected a vice president in charge of research.

**DONALD H. QUINN**, Benton & Bowles, N. Y., to Doherty, Clifford, Steers & Shenfield, that city, as head of radio-TV timebuying section of media department [CLOSED CIRCUIT, Oct. 13].

**LILYON E. LOUDEN**, publicity manager of John Mather Lupton Co., N. Y., to Smith, Hagel & Snyder Inc., that city, as vice president in charge of publicity and public relations.

**EDWARD J. THAYER**, sales administrator for Pillsbury Mills, to Fuller & Smith & Ross, N. Y., as research associate.

**BOB STRUBLE**, account executive, Anderson-McConnell Adv., L. A., forms **BOB STRUBLE & Assoc.**, 735 N. Vine St., same city. Telephone is Hillside 0249. **BADEN POWELL**, account executive, Marketers Inc., L. A., to new agency in same capacity.

**MILDRED DUDLEY** to timebuying staff at Schwimmer & Scott, Chicago.

**WILLIAM FRANKE**, copy chief, KCKN Kansas City, to Tilds & Cantz Adv., Hollywood, as media director. Agency has moved to 6087 Sunset Blvd. Telephone is Hudson 2-1157.

**ROBERT E. WRIGHT**, Executive Sales Management Consultant Service owner, to H. H. Kennedy Adv., Chicago, as account executive.

**MALONE, MOORE Assoc.**, N. Y., moves to larger quarters in Grand Central Terminal Bldg. there.

**ALVIN B. WELLS Jr.**, Babcock & Wells Inc., to Mann-Ellis Inc., N. Y., as account executive and head of new book department. **MICHAEL KRAFT**, assistant advertising manager, Doughnut Corp. of America, to Mann-Ellis as account executive and director of merchandising on all food accounts. **JOAN ROGGEN**, Hirshon-Garfield, N. Y., added to M-E staff as publicity director.

**EDWARD RATNER**, radio-TV copy chief, Product Services Inc., N. Y., to Friend-Reiss-McGlone, N. Y., as radio-TV director.

**MORRIS BAUMSTEIN** appointed head of production department and **PEARL ISAACS** assistant to the president, Altman-Stroller Adv., N. Y.

**ARC Adv. Agency**, Hollywood, moves to 9155 Sunset Blvd. Telephone is Crestview 1-5196.

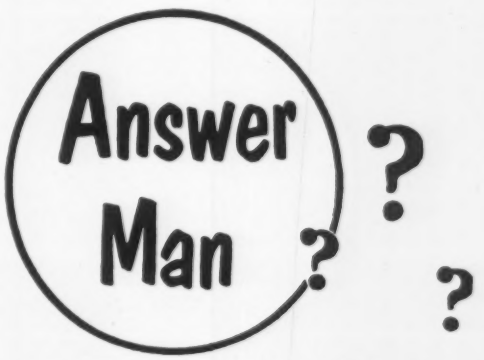
**KAUFMAN-STROUSE Adv.** relocates at 419 N. Charles St., Baltimore, Md.

**ROBERT ARNDT** (extreme l), executive vice president, John Faulkner Arndt Adv. Agency, introduces Reggie Schuebel, of Wyatt & Schuebel, to Philadelphia media executives. L to r are Mr. Arndt; David Carlisle, WFIL; Pete Dannenbaum, WPTZ; Miss Schuebel, and Bob Teeter, KYW. Wyatt & Schuebel serves as the New York radio-video department for Arndt and other advertising agencies.


Spots with WHAM PERSONALITIES

GET PROMPT SALES RESULTS at LOW COST PER THOUSAND

All the towns in the 16 rich sales-yielding WHAM counties and Rochester are reached by this twice-a-day syndicated feature. This high Pulse telephone quiz program produces remarkable sales results for spot sponsors.




Gives the correct answer to any question asked by the wit testers, brain-busters and curious in his big loyal audience. Keeps them amazed, amused and intrigued. So are his participating sponsors as they watch sales grow.

➡ Ask us about WHAM's high Pulse low cost per thousand coverage of its rich 16-County primary market where most of the people listen 99.3% of the time to WHAM.

*The* STROMBERG-CARLSON *Station*

WHAM

*Rochester, N.Y.*

Basic NBC - 50,000 watts clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON
WRC NBC
980 KC • 93.9 FM
Represented by NBC Spot Sales


# feature of the week

THOUSANDS of commuters on San Francisco's famed Bay Bridge are "Spanning the Bay with KYA" since the station began an unusual program, controlled completely from the bridge.

Entitled *Car Tunes*, the KYA program is aired 4-6 p.m., Monday-Friday. By dialing 1260 kc, motorists can hear the latest reports on traffic and weather conditions on the bridge.

The program is handled by Bert Winn, KYA disc jockey, who also may claim credit for dreaming up the program. One day last year, Mr. Winn, in commuting, came to one of those seemingly inevitable slowdowns caused by some happening ahead.

Mr. Winn thought to himself, "How convenient it would be for the motorist to have some radio information of the traffic conditions just ahead." This thought was the beginning of 15 months of planning. Then H. G. (Jack) Fearnhead, KYA general manager, gave a green light for the program to begin Sept. 8.

Bridge Engineer Carl Hamilton welcomed the program from the start. "Commuters during the rush evening hours are in the worst frame of mind of any during our 88,000-car day. Morning drivers are fresh, but the 4 to 6 drivers are tired, quick to anger and eager to get home," Mr. Hamilton observed. "Anything to keep the motorist's interest and at the same time inform him of traffic conditions will help us."

The National Safety Council also has welcomed the program and contributes special traffic messages.

Mr. Winn's radio vocabulary conforms to that of bridge officials, to whom an accident is an "obstruction." All obstructions are reported via radio by cruising traffic officers to a central control booth near the toll plaza.

*Car Tunes* is controlled from the toll plaza where Mr. Winn has set up a microphone. Music and news are presented from KYA studios in the Fairmont Hotel. But at split second notice, Mr. Winn can relay traffic information to motorists, even if he has to interrupt the vocalizings of Bob Eberly or Johnny Ray.

Biggest stumbling block during the months of planning was to win approval of state officials. To keep the program primarily "public service" in nature, Mr. Fearnhead keeps commercials suitable and at a minimum.

Commuters' wives also tune in to the program. They know that any obstruction on the bridge will make their husbands late in arriving home.

# strictly business

**Mr. JEWETT**
*. . . better than gold prospecting*

CARL JEWETT, manager of the Chicago office for Robert Meeker & Assoc., station representative, uses more refined tools to make a living in the broadcast business than he did when he prospected and mined gold.

In the late 30's, in Canada's Ontario district, he wielded a sturdy drill to blast veins of gold from the hard-rock formations. Vocal persuasion in behalf of some 40 radio and 3 video stations superceded this physical strain but results from both professions are rewarding, he says.

Mr. Jewett, who was born in Pelham Manor, N. Y., spent most of his early years in Buffalo, and grew up with a population comprised almost entirely of gold speculators as the city was directly across the border from several gold mining areas.

In addition to working the mines and helping locate fields, he also became a gold stock broker in those halcyon days when a share of stock could be had for 10 pennies.

His prospecting these days is limited to agencies and advertisers. At Meeker, he heads sales activity

*(Continued on page 46)*


Extras for Advertisers

✓CAR CARDS
✓24-SHEET POSTERS
✓WINDOW DISPLAYS
✓DIRECT MAIL

this hard-hitting sales support, blanketing the entire area, is in addition to complete radio-coverage of Philadelphia—America's third largest market... a six billion dollar market for your product!

WIBG
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
RADIO REPRESENTATIVES, INC.

# To Sell Watches to inland Californians

**(and Western Nevadans)**

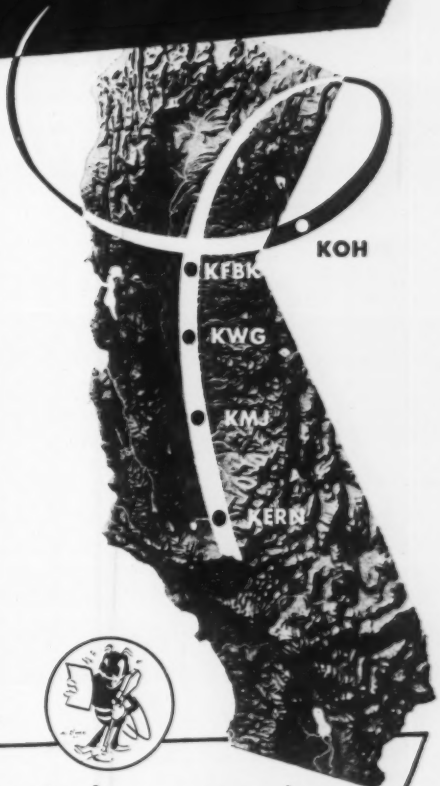
# . . . Be on the Beeline

Watches or waffle mix, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

**THE MOST LISTENERS** More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. (BMB State Area Report)

**LOWEST COST PER THOUSAND** More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — *inland* California and western Nevada.




## McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

| KFBK | KOH | KERN | KWG | KMJ |
|---|---|---|---|---|
| Sacramento (ABC) 50,000 watts 1530 kc. | Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc. | Bakersfield (CBS) 1000 watts 1410 kc. | Stockton (ABC) 250 watts 1230 kc. | Fresno (NBC) 5000 watts 580 kc. |



**A million people listen to the Beeline every day**

Best for the Money

Best for the Show

That's Why at SESAC

We Grow, Grow, Grow

Growing in subscribers and in size—now over 4,200 selections with new releases going out every month.

The Best Buy–as little as $45 a month

(based on advertising rates)

SESAC *Transcribed Library*

SESAC Inc. 475 Fifth Ave., New York 17

# new business

## *Spot* • • •

RAYCO Mfg., Paterson, N. J. (auto seat covers), planning radio-TV spot campaign in over 40 markets starting this month to push Christmas business. Agency: Emil Mogul Co., N. Y.

SOPHIE MAY CANDY Co. (peanut brittle) is using station identifications before *What's My Line?* in Charlotte, Atlanta and Jacksonville. More TV is planned, contingent on clearances. Agency: J. Walter Thompson Co., Chicago.

ORANGE CRUSH, Ltd., Toronto (soft drinks), has started weekly half-hour variety show on number of major market stations for 26 weeks. Agency: Harry E. Foster Adv. Ltd., Toronto.

LANGENDORF UNITED BAKERIES Inc., S. F., has launched spot campaign on Washington stations and two programs weekly on KING-TV Seattle, to spotlight new $2 million bakery plant in Seattle. Agency: Biow Co., S. F.

GARD INDUSTRIES, Chicago (water-repellant spray), starting schedule of TV participations in women's programs primarily in six midwest markets for minimum of 13 weeks. Firm is considering use of spot radio in same markets. Agency: Ross Roy Inc., Chicago.

## *Network* • • •

AMERICAN OIL Co., Baltimore (Amoco), sponsoring *Year of Crisis* news commentary program on New Year's Day on CBS Radio and CBS-TV, 4:30-5:30 p.m. EST. Agency: Joseph Katz Co., Baltimore.

PARKER PEN Co., Janesville, Wis., has signed for five five-minute portions of *Today* on NBC-TV. Parker will spot time on Dec. 10, 12, 15, 17 and 19 as pre-holiday promotion. Agency: J. Walter Thompson Co., Chicago.

BURTON-DIXIE Corp., Chicago (mattresses, pillows), will sponsor Paul Harvey, news commentator, Sun. 11-11:15 p.m. on ABC-TV effective Nov. 16, taking over time segment canceled by Carter Products with its *Drew Pearson Show*. Agency for Burton-Dixie: Turner Adv., Chicago.

## *Agency Appointments* • • •

BALLARD OVENREADY BISCUITS, Louisville, Ky., appoints Campbell-Mithun Inc., Minneapolis, for West Coast advertising.

SESSIONS CLOCK Co., Forestville Conn., names C. J. LaRoche & Co., N. Y., effective Jan. 1.

PIERCE BROS. FISHERIES Inc., Santa Barbara (frozen seafood), appoints Rockett-Lauritzen, L. A. Radio is being used for Golden Cove Brand.

RUDD-MELIKIAN Inc., Philadelphia (Kwik-Kafe automatic coffee vendor), appoints M. B. Scott & Assoc., Hollywood. Radio-TV spot announcement campaign has started on KHJ, KTTV (TV) Hollywood and KECA-TV Los Angeles.

LOS ANGELES COUNTY HEART Assn., L. A., appoints Frank-Gold Agency, that city. Radio-TV is being used.

KRAMER RADIO & TELEVISION STORES, L. A., appoint Walter McCreery Inc., Beverly Hills. Radio-TV will be used.

BRISTOL-MYERS CO., N.Y., names Dowd, Redfield & Johnstone Inc., N. Y., for Mum lotion deodorant.

NECCHI SEWING MACHINE SALES Corp., N. Y., U. S. distributors for foreign-made machines, appoints Doyle, Dane, Bernbach Inc., that city, as advertising agency for Swiss-manufactured Elna sewing machine.

ADMIRAL CORP., Chicago, appoints Erwin, Wasey & Co., N. Y., to handle television series *Life Is Worth Living*, featuring Bishop Fulton J. Sheen.

LEROY'S JEWELERS, L. A. (credit jewelers, retail household appliances), appoints Factor-Breyer Inc., that city. Radio-TV will be used.

# Put your brand on Wyoming, Northern Colorado and Western Nebraska

## BY USING

# WYOMING COWBOY NETWORK

**KFBC**
KEY STATION CHEYENNE

**KOWB**
LARAMIE

**KRAL**
RAWLINS

**KWRL**
RIVERTON

**KWOR**
WORLAND

**KODI**
CODY

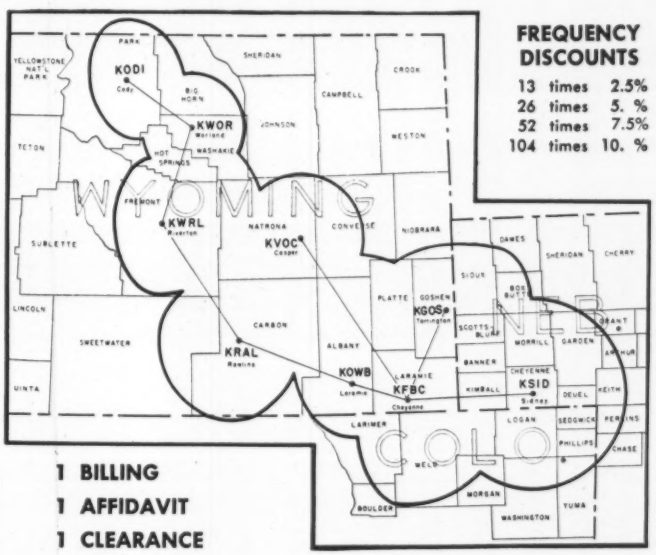
**KGOS**
TORRINGTON

**KSID**
SIDNEY, NEBRASKA

**KVOC**
CASPER

**ALL STATIONS ABC AFFILIATED**

This is a genuine full-time line-connected network, keyed and fed out of Cheyenne.




**FREQUENCY DISCOUNTS**

| | | |
|---|---|---|
| 13 | times | 2.5% |
| 26 | times | 5. % |
| 52 | times | 7.5% |
| 104 | times | 10. % |

**1 BILLING**
**1 AFFIDAVIT**
**1 CLEARANCE**

**SPOT ANNOUNCEMENT RATES:**

9 stations—$22.50 day $33.00 night
Less 25% group discount—$16.87 day $24.75 night

**COVERAGE AND MARKET DATA:**

| | | |
|---|---|---|
| Population | (1950 census) | 440,246 |
| Radio Homes | (Broadcasting) | 109,954 |
| Retail Sales | (Sales Management) | $669,274,000 |

**FOR FURTHER DETAILS . . .**

see any Joseph Hershey McGillvra man, or phone Frank Flynn, Commercial Manager, or Wm. C. Grove, General Manager, WYOMING COWBOY NETWORK, 4-4461, Cheyenne, Wyoming.

*Rates effective until December 31, 1952*

# open mike

## Animal Act—Curtain

EDITOR:

BEEN FOLLOWING OPEN MIKE LION STORY WITH INTEREST. GLAD I AM STILL AROUND TO REPORT THAT ON APRIL 23, 1946, I DID DIRECT BROADCAST FROM CAGE AT MEMORIAL AUDITORIUM BUFFALO. MY PLAYMATES WERE LIONS AND LEOPARDS, 14 OF THEM. . . .

BILL KEATON
WGR BUFFALO.

* * *

EDITOR:

Here's news for Del Greenwood of Evansville, Ind., who thinks that Miss Rosencranz of WGBF went into a lion's cage long before Eddie Chase (now with CKLW).

When we were at WXYZ back in the early forties, I conned Eddie Chase to go into the lion's cage at a circus located in the Arena (in Detroit), and further to stroke the lion on a paw while the king of the jungle was seated on a perch from which he could have jumped and demolished said Chase quite quickly. The date—May, 1944. . . .

*Lambert B. Beeuwkes*
*General Manager*
*WLAW Boston*

* * *

EDITOR:

. . . Back to my first station, WATL, and 1937. Doing special events (along with many other announcing chores) I handled interviews. The circus came to town, and with it four wonderful interviews: Harriet and Clyde Beatty, Hoot Gibson and Esma Wilson . . . I saw a great deal of them during their stay in Atlanta and was allowed to do Clyde's first cage description before they left town. It was a commentary of the act from the big cage which contained both lions and tigers. . . .

*Johnny Clarke*
*New York*

**[EDITOR'S NOTE: So many intrepid broadcasters have recounted their adventures with lions that B•T must call a halt to further publication of their exploits. Is there anybody in the industry who has not been in a cage with a lion?]**

## Hearth & Home

EDITOR:

Having just returned from an extended trip through Latin America, I have been away from your magazine for a couple of months, and on reading the Oct. 13 issue my favorable reaction is such that I would certainly like you to know of it.

The presentation of the articles, together with the advertising, make it one of the most interesting magazines now dealing with the industry. I know that too often people complain when various items don't please them, and then again too seldom do they write when anything does merit commendation. So I would just like you to know how much I am impressed by the continuing excellent job which you and your associates do.

*T. Kevin Mallen*
*Exec. Vice Pres.*
*Ampex Electric Corp.*
*Redwood City, Calif.*

* * *

## Wrong Call

EDITOR:

In your Oct. 13 issue, page 112, call letter assignments to FM stations, you indicate that our present call letters are WFOW. This is incorrect. They are now WMFM.

*Earl W. Fessler*
*Licensee*
*WMFM (FM) Madison, Wis.*

* * *

## Readership Report

EDITOR:

. . . Your complete coverage and presentation of news in radio and television are responsible for better readership of your publication. . . .

*Robert N. Aylin*
*President*
*Aylin Advertising Agency*
*Houston*

* * *

## Satisfied User

EDITOR:

. . . I want you to know that . . . your book is a tremendous aid in our operation and one which we consult frequently . . .

*E. H. Ezzes*
*General Sales Mgr.*
*Motion Pictures For Television Inc.*
*New York*

* * *

## Rare Opportunity

EDITOR:

Your issue of Oct. 20, on page 67, didn't include our call letters for Flint, Mich.

As you have recorded in the past, we have been assigned WCTV (TV). . . . Also to bring your records up to date, our starting

*(Continued on page 63)*


THE BRANHAM COMPANY

*representing*

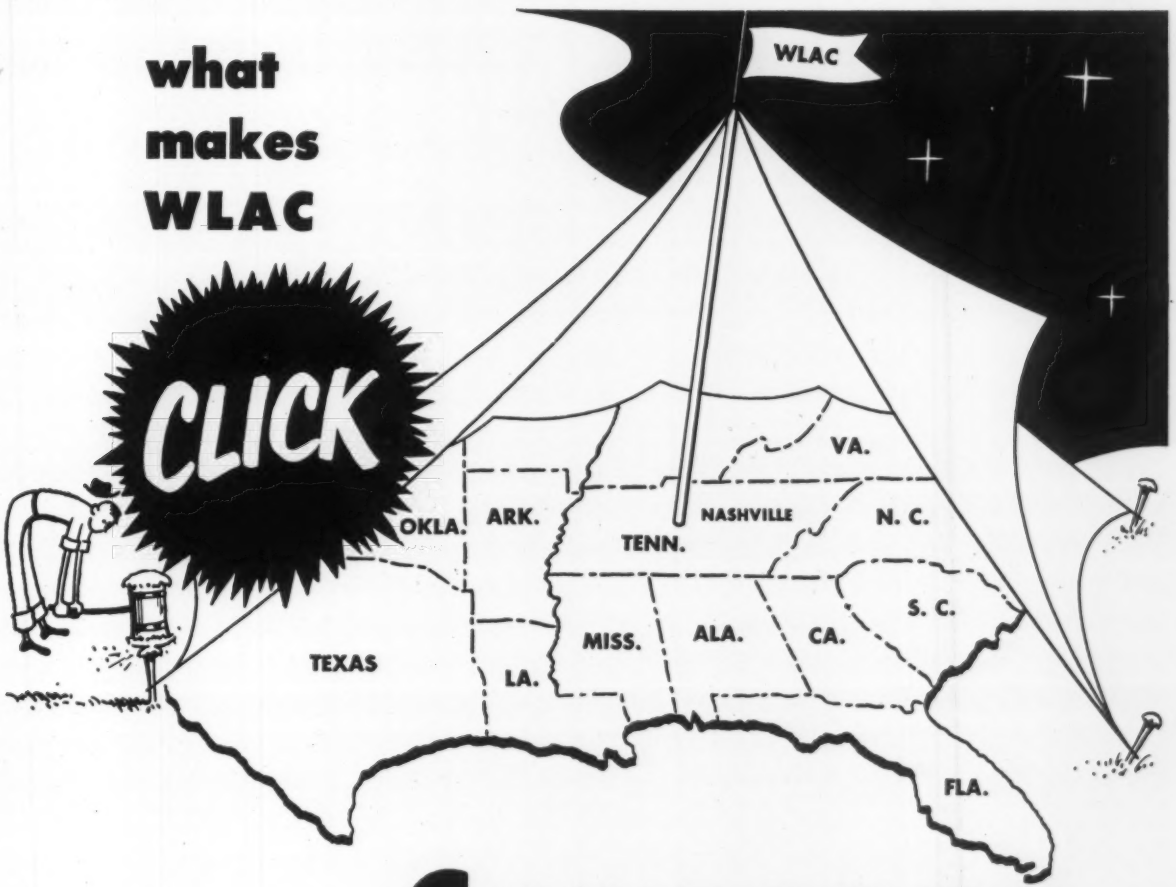
offices
CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

| | RADIO |
|---|---|
| WABB | Mobile, Ala. |
| KTHS | Hot Springs, Ark. |
| KFWB | Los Angeles, Calif. |
| KFMB | San Diego, Calif. |
| WGBA | Columbus, Ga. |
| WNEX | Macon, Ga. |
| WTPS | New Orleans, La. |
| KWKH | Shreveport, La. |
| WTBO | Cumberland, Md. |
| WHYN | Springfield-Holyoke, Mass. |
| WRBC | Jackson, Miss. |
| KOB | Albuquerque, N. M. |
| WCPO | Cincinnati, Ohio |
| WDEF | Chattanooga, Tenn. |
| WTJS | Jackson, Tenn. |
| WNOX | Knoxville, Tenn. |
| WMC | Memphis, Tenn. |
| KFDA | Amarillo, Texas |
| KRIC | Beaumont, Texas |
| KWBU | Corpus Christi, Texas |
| KRLD | Dallas, Texas |
| KMO | Tacoma, Wash. |
| KIT | Yakima, Wash. |
| WCHS | Charleston, W. Va. |
| WBLK | Clarksburg, W. Va. |
| WPAR | Parkersburg, W. Va. |

| | TELEVISION |
|---|---|
| KFMB-TV | San Diego, Calif. |
| KOB-TV | Albuquerque, N. M. |
| WCPO-TV | Cincinnati, Ohio |
| WEWS | Cleveland, Ohio |
| WMCT | Memphis, Tenn. |
| KRLD-TV | Dallas, Texas |




XUM




# Coverage

## ...FOR ONE THING

As enthusiastically reported in a recent independent 12 State survey of Station coverage for the J. R. STRICKLAND CO. of Memphis, Tenn. . . . *scheduling 11:00-11:45 six nights a week on WLAC since 1950* . . . the Strickland program is being received SOLID IN 143 OF THE 175 CITIES SURVEYED.

This report indicating "WLAC . . . SOLID AT NIGHT" in city after city prompted the Strickland Co. to write this . . . *"it's a genuine pleasure to buy WLAC . . . and if you don't quit producing such outstanding results for us, who knows, we may schedule 5 or 6 hours a day."*

**For a greater listening audience . . . for proven programming results**

143 cities
in 12 State area report WLAC
"SOLID AT NIGHT"

# WLAC

**CBS RADIO 50,000 WATTS**

**NASHVILLE, TENN.**

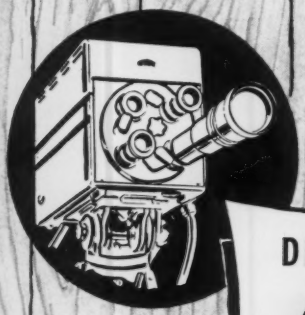
Represented Nationally by The Katz Agency



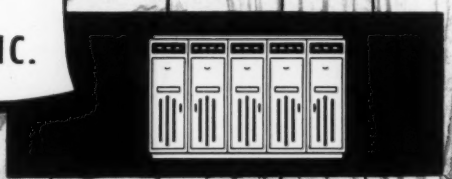
XUM

Another
DU MONT
Station
COMPLETE TELECASTING EQUIPMENT

# . . . ON SCHEDULE



DESTINATION:
LUBBOCK, TEXAS
TEXAS TELECASTING, INC.



Ask the people of Lubbock!
Through the cooperation of Du Mont with the station owners, television becomes a reality—*on schedule!*

KDUB-TV marks another successful station start with Du Mont—the equipment that pays off in better performance with lower operating costs.

RUSH

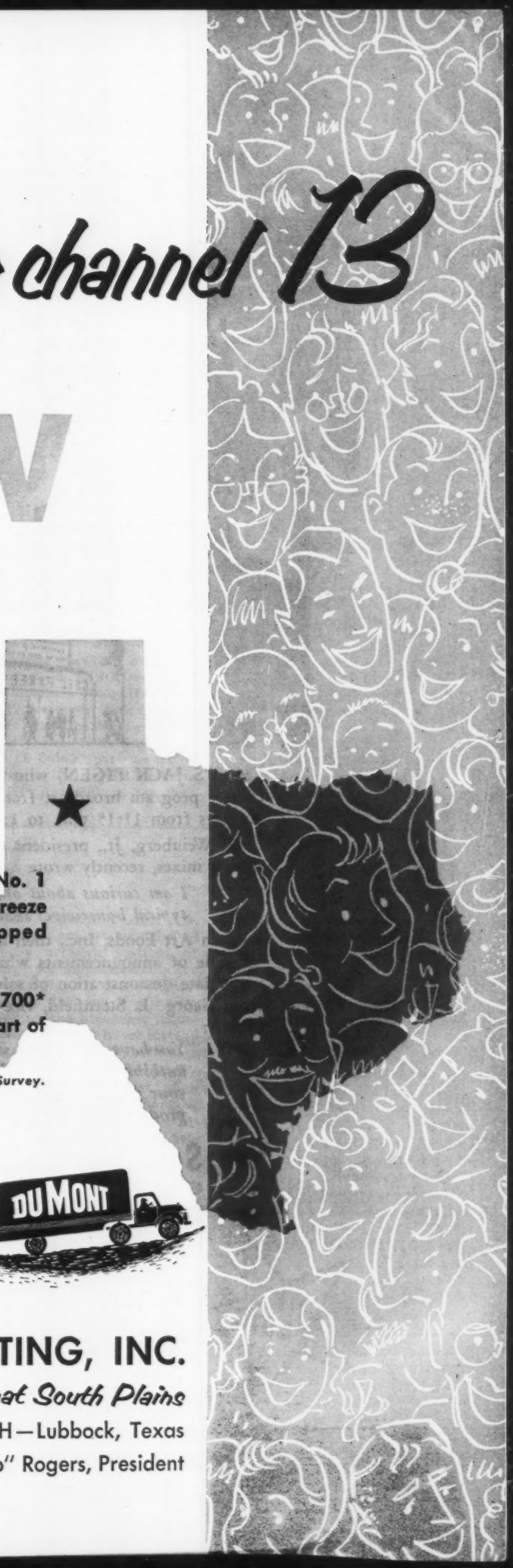
DU MONT
TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.


XUM

# they're all watching channel 13

# KDUB-TV

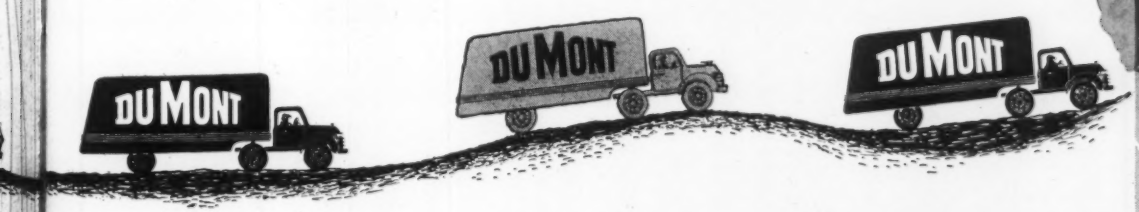
# IN LUBBOCK



**With the Lubbock area audience, Channel 13 becomes the No. 1 Channel for the Great South Plains Area. As Texas' first post-freeze Television Station, KDUB-TV brings TV to the vast untapped $389,756,000* West Texas TV Market.**

**Here is a brand-new audience ready for you. Here are 317,700* potential customers for your products or services. Here is the heart of West Texas awaiting your message.**

***Estimate based upon figures from the 1952 SALES MANAGEMENT Survey.***




**TEXAS TELECASTING, INC.**

*The Hub of the Great South Plains*

3601 Avenue H—Lubbock, Texas

W. D. "Dub" Rogers, President

**CBS AFFILIATES**

**DU MONT**

THAT'S JACK EIGEN, who conducts the successful "Chez Show," interview-chatter program broadcast from Chicago's famed Chez Paree Tuesdays through Sundays from 11:15 p.m. to 1:00 a.m. PROOF?

Louis Weinberg, Jr., president of Kitchen Art Foods, Inc., makers of PY-O-MY baking mixes, recently wrote a fan letter to Eigen which said in part:

*"I am curious about one factor. Are your listeners, to any degree at all, typical housewives that are the backbone of our company's business?"*

Kitchen Art Foods, Inc., then tested the Eigen sales appeal by inserting a short schedule of announcements which resulted in mail returns from 24 states. This immediate demonstration of sales power brought a contract renewal and a letter from George L. Sternfield, vice-president of Kitchen Art Foods, Inc., which said in part:

*"You have been doing such an outstanding job for us . . . that it would be unthinkable of us to discontinue at this time. We expect you to continue your good work, and know that it will be most beneficial to PY-O-MY products."*

## Yes, Some Spots Are Better Than Others

and in Chicagoland radio, those better spots are on Station WMAQ where Jack Eigen and other top personalities offer prime selling help for your product or service.

NBC RADIO

REPRESENTED BY NBC SPOT SALES

WMAQ
CHICAGO

BROADCASTING

Vol. 43, No. 18 NOVEMBER 3, 1952

# POLITICAL TILL MOUNTS

## Record Spending in AM, TV

By JOHN OSBON

THE MAJOR political candidates will place unprecedented reliance today on those twin electronic media—radio and television—in their 11-hour whirlwind appeal to the electorate of America.

Some day, somewhere, someone may unveil a magic device that will compute accurately the voluminous expenditures involved in the "high cost of campaigning" at all levels.

But until then, one may only estimate the flurry of time purchases purchased by the major parties and related groups.

This has been the spendingest campaign in history—and, not incidentally, one that has raised a host of problems and headaches for many broadcasters.

The 1952 Presidential campaign will be recorded in history as a multi-million dollar drive, with roots in the primary media of radio and television. Appraisal of overall totals at the national, state and local levels is nigh impossible.

Some light has been shed on these huge purchases in reports submitted to the File Clerk of the U. S. House. They also point up contributions to both parties by major radio-TV personalities and those in allied fields.

The reports do not include final timebuys on the major radio and TV networks the past fortnight as both parties scraped the barrel for funds to put their candidates before radio-TV audience.

Nor do they take account of the role that radio and television have played in whipping up public interest in the 1952 campaign—starting with the July conventions in Chicago, gathering steam around Labor Day and culminating with a gigantic organized drive for a record registration that is certain to be reflected at the nation's ballot boxes tomorrow.

An indication of the high cost of campaigning is written in the contributions and disbursements reported on Capitol Hill. The names printed here do not include all contributors from the radio-TV and related field. However, those appearing represent leaders or well known persons who are the most readily identified within the industry. Among those revealed as contributors to one of the two major parties are such figures as FCC Chairman Paul A. Walker, NARTB Board Chairman Justin Miller, CBS Board Chairman William S. Paley and AFM President James C. Petrillo.

**Also see stories on Congressional lineup in '53, Inaugural coverage plans, network and station election coverage, pages 26-27.**

### Balance Sheet

The House reports covered contributions and expenditures for September and most of October. They were submitted by the Democratic and Republican National Committees, the Senatorial and Congressional Campaign Committees of each party, and various other organizations including the Stevenson Volunteers, Citizens for Eisenhower, the CIO Political Action Committee and Labor's League for Political Education.

Among those contributing to the Democratic National Committee:

FCC Chairman Paul A. Walker, $100; Justin Miller, NARTB board chairman and general counsel, $100; Milton H. Biow, The Biow Co., $1,500; Joseph A. Katz, Joseph Katz Co., $2,500; Ralph E. Stolkin, former president of RKO Pictures Corp., and stockholder in three stations, $2,500; Nathan Strauss, president of WMCA New York, $2,000; Marshall Field, Field Enterprises (radio, newspapers), $3,000; Barry Bingham, Louisville *Courier-Journal* and *Times* (WHAS-AM-TV Louisville), $5,000; James A. Noe, KNOE Monroe, La., $2,500; Leo Resnick, FCC hearing examiner, $100; Secretary of Commerce Charles Sawyer, owner of WIZE Springfield, WING Dayton and WCOL Columbus, $500; (the late) Francis P. Matthews, former stockholder of WOW Omaha, and KODY North Platte, Neb., $500; Sen. Robert S. Kerr (D-Okla.), part owner of WEEK Peoria, Ill., and KRMG Tulsa, Okla., $2,000; Arde Bulova, New York, $2,000.

Mr. Stolkin, who resigned the past fortnight as head of RKO Pictures Corp. [B•T, Oct. 27], has interests in KOIN Portland, KJR Seattle and KXOB Stockton, Calif., both TV applicants, and has subscribed interest in WMAY Inc., applicant for TV in Springfield, Ill.

Among other contributors to the Democratic National Committee were Paul Herzog ($1,000), National Labor Relations Board; Stephen J. Spingarn ($250), Federal Trade Commission, and Albert A. Carretta ($100), also FTC.

A report on contributions to the Republican National Committee included: Ross D. Siragusa, Admiral Corp., $3,000; Arthur Godfrey, CBS Radio-TV personality, $2,500; Henry R. Luce, publisher of *Time*, *Life* and *Fortune*, $3,000, and Cecil B. DeMille, Hollywood producer, $100. No other radio-TV names were identified.

The Volunteers for Stevenson re-

*(Continued on page 34)*

# LIBEL LIABILITY

## Haunts Broadcasters

THE most feverish campaign in recent history was almost over last week, but the end was not in sight for the libel and censorship troubles arising from political broadcasting.

Seldom if ever has there been as much controversy over the use of radio and TV in a campaign.

Toward the end—with another 24 hours to go—even the most closed-mouth observers were willing to concede the need for revising the Communications Act in particular and campaign procedures in general. Apparently, the 83d Congress will tackle the unenviable task of removing broadcasters from Dante's Inferno of political broadcasting.

The FCC was placed in the middle of most of the controversies, but displayed little willingness to act before the national elections tomorrow.

The difficulties in which stations found themselves stemmed from these developments:

● WTVN (TV) Columbus, Ohio, reportedly was besieged with protests when it refused to carry the telecast of a speech by Sen. Joseph McCarthy (R-Wis.) on ABC-TV last Monday.

● Radio consultant Morris S. Novik lashed out at an alleged practice by network stations of scheduling spot announcements for one party right after a program sponsored by the opposing party, and called on the broadcast industry to "clean our own house instead of waiting for legislative action."

● Legal counsel for DuMont TV Network revealed the gist of a protest filed with FCC charging that some video affiliates have refused political programs from networks other than those of which they are primary affiliates.

● Harold E. Stassen protested to FCC that the United Auto Workers failed to properly label a TV program as a "paid" broadcast and that CBS "declined to offer" him (Mr. Stassen) equal opportunity to answer UAW leader Walter Reuther whom he accused of misquoting him.

Other than the Stassen and DuMont complaints, FCC also is identified with cases involving KING-TV Seattle's refusal to carry an earlier McCarthy talk and a protest by the National Volunteers for Stevenson over the purported $2 million GOP spot blitz.

WMAL-TV Washington, D. C., also was confronted with the libel question the past fortnight. A veterans committee had sought time to oppose candidacy of Joel Broyhill, GOP House aspirant from Virginia, and claimed station refused to air its program.

The *Evening Star* TV outlet said its counsel felt the script contained "possibly" libelous allegations and advised the advertising agency handling the program.

FCC was not directly involved in the WTVN case. Receipt of Mr. Stassen's telegram was acknowledged in Commission quarters. Sen. McCarthy, who had promised to seek revocation of KING-TV's license in that case [B•T, Oct. 27], had filed no formal complaint with FCC as of late Thursday.

CBS reportedly advised FCC Wednesday it felt that Sec. 315 of the Communications Act was not applicable since Mr. Stassen is not a candidate. Network said sponsor-identification requirements were met and submitted a transcript of them.

WTVN cancelled the McCarthy speech from Chicago minutes be-

*(Continued on page 52)*

# VADEBONCOEUR

## Named WSYR President

ELECTION of E. R. Vadeboncoeur as president of Central New York Broadcasting Corp. was announced effective today (Monday) by S. I. Newhouse, owner of WSYR - AM-FM-TV Syracuse. Mr. Vadeboncoeur has been acting head of the Syracuse operation since Col. Harry C. Wilder's retirement resignation from that office last Sept. 30 [B•T, Sept. 29].

Mr. Vadeboncoeur

Mr. Vadeboncoeur, who will continue as general manager of the stations, joined WSYR in 1939 as news director and three years later became WSYR vice president and general manager. Before entering radio, he had spent 19 years as a newspaperman and was author of numerous short stories and articles.

The new WSYR president, who is director of NARTB District 2, was forced to drop his 15-minute daily newscast a year ago because of increased administrative duties.

## NON-N.Y. AGENCIES

### Seek Billings Via W&S

MAJOR agencies outside New York, representing a combined total billing of $40 million, are making a concerted bid for their share of radio and television advertising revenue through Wyatt & Schuebel, New York, it was reported last week.

Mumm, Mullay & Nichols Inc., Columbus, Ohio, has retained Wyatt & Schuebel [CLOSED CIRCUIT, Oct. 20], it was formally announced by John Wyatt, partner of the firm. With this addition, 16 major out-of-New York agencies are co-sponsoring radio and television planning, production and placement through W&S.

Their joint effort to participate in radio and television billing increases, which totaled $87 million last year, was sparked 20 months ago when Westheimer & Block, St. Louis, and Liller, Neal & Battle, Atlanta, named the then new W&S radio and TV team, to represent them and their radio and TV departments in New York. Since then 14 other major agencies have joined under the Wyatt & Schuebel banner.

## Arvin Christmas Drive

ARVIN Industries, Chicago, plans to use radio and TV to back its pre-Christmas campaign for its full line, including radio-TV sets, electric housewares, car heaters and metal furniture. Advertising is expected to be done cooperatively with dealers and distributors. Agency is Roche, Williams & Cleary, Chicago.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"The chief said you'd know what to do with it . . ."*

# RCA SALES

## $473.5 Million Hits New High for 9 Months

SALES of products and services of RCA and subsidiaries for the first nine months of 1952 totaled $473,501,673, an all-time record volume which compares with $421,281,782 for the same period last year, Brig. Gen. David Sarnoff, board chairman, announced Thursday.

Earnings before federal income taxes amounted to $36,443,110 as against $37,851,841 for the comparable 1951 period, while net profits after federal income taxes were $17,847,110 for the first nine months this year compared to $18,356,841 for the first nine last year. Net earnings applicable to common stock for the nine-month period, after payment of preferred dividends, were $1.12 per share while the comparable 1951 figure was $1.15.

This year's third quarter was itself a record one, the report showed, with total sales of products and services reaching $167,663,848. Earnings before federal income taxes were $13,106,180 compared with $5,540,480 for last year's third quarter, and net profits after federal taxes were $6,547,180, compared with $2,653,480 a year ago.

The report is as follows:

RADIO CORPORATION OF AMERICA AND DOMESTIC SUBSIDIARIES
CONSOLIDATED STATEMENT OF INCOME

| | 1952 $ | 1951 $ |
|---|---|---|
| **FOR THE QUARTER ENDED SEPTEMBER 30** | | |
| Products and Services Sold | 167,663,848 | 118,948,849 |
| Cost of Operations | 154,557,668 | 113,408,369 |
| Profit before Federal Taxes on Income | 13,106,180 | 5,540,480 |
| Federal Taxes on Income | 6,559,000 | 2,887,000 |
| Net Profit for the Quarter | 6,547,180 | 2,653,480 |
| Preferred dividend | 788,239 | 788,239 |
| Balance for Common Stock | 5,758,941 | 1,865,241 |
| Earnings per share on common (13,881,016 shares) | .42 | .13 |
| **FOR THE NINE MONTHS ENDED SEPTEMBER 30** | | |
| Products and Services sold | 473,501,673 | 421,281,782 |
| Cost of Operations | 437,058,563 | 383,429,941 |
| Profit before Federal Taxes on Income | 36,443,110 | 37,851,841 |
| Federal Taxes on Income | 18,596,000 | 19,495,000 |
| Net Profit for the Nine Months | 17,847,110 | 18,356,841 |
| Preferred dividend | 2,364,716 | 2,364,681 |
| Balance for Common Stock | 15,482,394 | 15,992,160 |
| Earnings per share on common (13,881,016 shares) | 1.12 | 1.15 |

★

## 'FREEDOM U.S.A.'

### Sales Now Total 570

SALES of the *Freedom U. S. A.* transcribed radio series to three insurance companies for sponsorship in nine markets, plus other sales to bring the total to 570, have been reported by Frederic W. Ziv Co.

Sales Vice President Alvin E. Unger said Farmers Insurance Co. had bought the series for KFH Wichita, KOMA Oklahoma City, KERG Eugene, Ore., and KCMO Kansas City in addition to markets the company previously had signed for; Pilot Life Insurance Co. had added WMFD Wilmington, N. C., and stations in Gastonia, N. C., Waynesboro, Va., and Jacksonville, Fla., to its list and American Home Life Insurance Co. had signed for sponsorship in Topeka.

# RAWLS NAMED

## Will Head KPHO-AM-TV

RICHARD B. RAWLS, formerly ABC-TV director of station relations, has been appointed general manager of KPHO-AM-TV Phoenix, it was announced last week.

Mr. Rawls, effective Nov. 15, succeeds John C. Mullins, who remains as a consultant.

Mr. Rawls

The appointment of Mr. Rawls followed by four months FCC approval of the purchase of KPHO-AM-TV by the Meredith Publishing Co. [B•T, June 30]. Meredith also owns WOW-AM-TV Omaha and WHEN (TV) Syracuse.

Entering television 13 years ago, Mr. Rawls joined ABC in 1946 after two years service in the Army.

From 1946-49, Mr. Rawls was manager of television operations for ABC. From then up to the present, he was ABC-TV director of station relations.

Previously, he had been with CBS as manager of studio operations for WCBS-TV New York. He served also as manager of service operations for WCBS-AM-FM.

Up to that time, Mr. Rawls had been associated with the theatre. He was national technical director of the Federal Theatre, government operator of a national theatre with productions in 43 cities in 26 states. Earlier, he was active in Broadway theatre and film circles.

## PONTE VEDRA MEET

### Ends ABC Sessions

ABC top officials completed their 1952 round of regional meetings with their radio affiliates last Tuesday. Session—fifth in the series, which started Sept. 29 in Hollywood—was held at Ponte Vedra, Fla., with 48 representatives of some 35 stations in attendance.

Like the four preceding meetings, the one-day session was devoted to subjects of common interest to network and affiliates—sales, program, promotion plans and prospects, the pending merger of ABC with United Paramount Theatres and its potential effects on network operations, etc.

As in the prior sessions, officials reported, the network's plan to establish a single rate for daytime and nighttime radio also was explored. Executives said afterward that, although opposition had been manifest by some, they still were thinking in terms of effectuating the plan but were not "pushed" on it since target date is not till April 1 [B•T, Oct. 20].



XUM

# REBROADCAST RULE EASED

## FCC Backtracks in Part

FCC backtracked in part last week from its threat to confront radio and TV stations with the regulatory doghouse if they refuse to let all comers rebroadcast their programs.

Heeding widespread industry indignation over its oft-termed "legal larceny" rule, adopted last May 14, the Commission Thursday dropped the clause requiring licensees to file reports within 10 days when they refuse to give consent for program rebroadcasts.

Left intact, however, is the Commission's interpretation of Section 325(a) of the Communications Act, another source of nationwide concern lest stations lose their important property rights in programs.

In essence the FCC contended in its May 14 order, and still contends, that a station does not have an absolute property right over rebroadcasts without regard to its responsibilities under other sections of the law.

The proposed 10-day requirement, which had broadcasters everywhere seething during the NARTB summer-autumn district meetings, had run into opposition within the government itself shortly after the May 14 action. This had developed when Budget Bureau officials told FCC in plain language that bureau approval is required before the Commission can force anyone to fill out a form calling for information [B•T, June 16]. (See federal forms story page 50.)

In its latest action the Commission noted it is not saying "that legitimate property rights, recognized by law, may be freely appropriated by others through the mere device of demanding rebroadcast privileges."

Immediate industry reaction was generally favorable, particularly as to elimination of the 10-day reporting requirement. NARTB President Harold E. Fellows voiced gratification at the action and added that broadcasters around the NARTB district meeting circuit had adopted a series of strong resolutions protesting the Commission's May 14 rule.

Mr. Fellows said that enthusiasm over the FCC's action "is dampened somewhat" by its reaffirmation of intent "to make determinations as to the propriety of refusal in given cases." He said that members of the association "would hail the Commission's statement that it did not intend to state that legitimate property rights, licensed by law, may be freely appropriated by others through the mere device of demanding rebroadcast privileges. Commissioner Hyde concurred in deletion of the 10-day reporting requirement but felt the remainder of the rule should be reconsidered and deleted.

### Commends Change

Col. W. A. Roberts, DuMont TV Network Counsel, termed FCC's action on the rebroadcast issue a "very definite improvement." He said the effect of the change "is that the FCC carefully reserves to itself the right to investigate if the denial of requests for the rebroadcast privilege is on improper grounds."

The FCC's May 14 decision arose out of an appeal for a declaratory ruling sought by WJIM-TV Lansing, Mich., in 1950, after WWJ-TV had refused permission to rebroadcast some NBC-TV programs [B•T, July 17, 1950]. The FCC issued a proposed clarification of Sec. 325(a) of the Act and called for comments [B•T, Oct. 9, 1950].

This call brought a request from Gordon P. Brown, WSAY Rochester, N. Y., who has long feuded with networks. He claimed the section should be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [B•T, Nov. 6, 1950].

Joining him was Rep. Harry R. Sheppard (D-Calif.) who claimed legislative history of the provision justified such an interpretation. He charged, too, that networks were trying to stifle competition.

Opponents of FCC's proposed stand argued that the requirement of a written report on refusals to allow rebroadcasts amounted in itself to compulsion.

This fear disappears as a result of FCC's decision last week.

Twice since last May the Commission has postponed the effective date of its order. Last postponement had been to Oct. 31. Petitions had been received from NARTB; NBC; CBS; WHEN (TV) Syracuse; KLOK San Jose, Calif.; KLO Ogden, Utah; KPQ Wenatchee, Wash.; KPHO Phoenix; WKLO Louisville; KXRO Aberdeen, Wash.; KING Seattle; WOW Omaha.

### Sees Industry's Point

Recognizing the industry's challenge of the reporting requirement, the FCC found on reconsideration "that the amendments to its rules requiring a report in each instance of a denial of consent for a rebroadcast are unnecessary." It added that no facts have been presented by opponents concerning "the probable extent of any possible burden which the reporting requirement might involve" and chided the industry for not claiming possible burdens at the time the rule was first proposed.

FCC conceded situations could arise in which a station would have difficulty "in deciding whether particular types of inquiries are requests for rebroadcast privileges, or whether responses to such inquiries setting forth conditions for granting rebroadcast consent constitute 'refusals.' A station may thus act at its peril in failing to file a report which under a different interpretation of the circumstances involved might be deemed by the Commission to have been required under the rule."

Another possibility, FCC noted, was "an undeterminable number of requests to rebroadcast" involving situations "which would not be thought to warrant a complaint or where a refusal would not be improper."

FCC claimed "the same purposes may be achieved by leaving it to the Commission to request explanatory statements from licensees in situations in which complaint is made by another licensee of an alleged refusal to permit a rebroadcast."

The Commission would not go along with the industry claim that Section 325(a) gives "an absolute right of refusal, and that the Commission is legislating, contrary to the intent of the statute, when it declares that the right to refuse consent for a rebroadcast is not absolute."

Also cited by FCC was the argument "that the use of Section 325(a) to prevent a station from carrying a sponsor's program by means of a rebroadcast when the

*(Continued on page 44)*

# Eating 'Legalized Larceny' Crow . . . . . AN EDITORIAL

THE FCC ate crow last week. But not the whole crow; just a wing or two.

It did a partial about-face on its rebroadcast rule of last May (we called it "Legalized Larceny"). It rescinded the most vicious part requiring an originating station to tell the FCC within 10 days why it refused any station or network the right to pick up any of its programs. It was the most dangerous foray into forbidden fields since the Blue Book of 1946.

The part the FCC left unchanged at first blush would appear unimportant. It uses legalistic language about arbitrary refusals to permit rebroadcasts and about doing violence to the public interest. The danger here, as we see it, is that some of the infection remains and it can flare up again.

The FCC did this on its own motion. It came after strong protests from the NARTB, stations and networks, which brought two postponements. By acting on its own, the FCC thereby, for the present, avoids a hearing and also saves some face by retaining some of the language of the rule. Of course, there are instances where the rebroadcast privilege must be given. We have in mind a Presidential address, an extraordinary session of Congress, or similar transcendental events, where the rebroadcasting station shares its part of the expense.

The FCC lawyers seek to make much capital of the point that there was no outcry back in October 1950, when the rule-making was proposed as the result of a controversy between two television stations. Perhaps they have a point here. But that didn't justify the sneak effort last May to foist on the broadcast arts rules that could destroy property rights in programs, stifle creative talents, force stations to endless legal expense and place them in constant jeopardy.

Last May, when the FCC smuggled out its new interpretation (Vice Chairman Hyde and then-Comr. Jones were absent) we commented editorially:

**In some saner moment, we must believe that the FCC will see the error of its ways.**

That, obviously, has happened. Comr. Hyde, in the action announced last Thursday, favored reconsideration and deletion of the rule "previously announced." He isn't satisfied with partial action.

Nor are we. While the Commission rescinded the most onerous provisions, it retains a degree of control by saying the same purposes may be achieved through the complaint procedure, i. e., the FCC itself can investigate complaints on refusal to permit rebroadcasts.

It can be readily seen what could happen. Crackpot complaints reach the FCC by the score. There could be endless harassment of licensees and networks through the simple device of chain letters for rebroadcast permission — letters which would be answered negatively with a resultant barrage of complaints to the FCC.

An example of this is what has happened over the years because of the damned-if-you-do-or-don't language of the FCC's interpretation of the political section.

We think the rebroadcast section of the law is adequate as written. It doesn't need the interpretative treatment of the FCC's legal geniuses. An aggrieved station has plenty of ways of getting its complaint before the FCC. Failing to get relief there, a broadcaster can always have his day in court.



XUM

# LINEUP IN CONGRESS

## Pinned on Election

SHOULD a Republican majority in Congress follow the elections tomorrow (Tuesday), one possible immediate result may be the lifting of the ban on radio-TV coverage of House committees.

That might accrue with the elevation to the House speakership of Rep. Joseph W. Martin Jr. (R-Mass.).

When Speaker Sam Rayburn (D-Tex.) "interpreted" House rules to prohibit radio, TV, recordings and newsreels in coverage of House committee sessions [B•T, March 3], the minority leader told BROADCASTING • TELECASTING:

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

There should be no ban on radio and television, he indicated, and neither should the Speaker assume this authority.

Possibility that the Republicans may take control of the House is speculative likelihood among political observers. They are also quite unanimous that the Senate will remain in Democratic hands.

Continued Democratic leadership of Congress would pose no changes in important committee chairmanships. Some senior Democratic members in both houses are not returning through resignation or primary defeat, but the majority of Democratic chairmen would continue in those posts.

### Committee Chairmanships

In the event of a Republican House, committee chairmanships will change hands. Among those in which broadcasters are interested are the following:

**Interstate & Foreign Commerce—Rep. Charles A. Wolverton (R-N. J.), chairman during the 80th Congress, would return as chairman. The present chairman is Rep. Robert Crosser (D-Ohio). Rep. Carl Hinshaw (R-Calif.) would then become, it is believed, the broadcasting-communication expert on the committee, succeeding Rep. Oren Harris (D-Ark.).**

**Appropriations—Rep. John Taber (R-N. Y.) in place of Rep. Clarence Cannon (D-Mo.).**

**Judiciary—Rep. Chauncey W. Reed (R-Ill.) in place of Rep. Emanuel Celler (D-N. Y.). Rep. Celler has been one of the leaders in the fight to ban radio and TV from House Committee sessions and courtrooms.**

**Rules—Rep. Leo E. Allen (R-Ill.) vice Rep. Adolph J. Sabath (D-Ill.). This is considered the most powerful committee in the House, since it determines what bills are sent to the floor.**

**Un-American Activities—Rep. Harold H. Velde (R-Ill.) in place of Rep. John S. Wood (D-Ga.). Rep. Wood is retiring and Rep. Francis E. Walter (D-Pa.) would be the senior Democratic member.**

**Ways & Means—Rep. Daniel A. Reed (R-N. Y.) in place of Rep. Robert L. Doughton (D-N. C.). Rep. Doughton is retiring and Rep. Jere Cooper (D-Tenn.) would be the Senior Democratic member.**

**Foreign Affairs—Rep. Robert B. Chipperfield (R-Ill.) vice Rep. James P. Richards (D-S.C.). Rep. Charles A. Eaton (R-N.J.), who is the senior Republican member of the committee, and who would normally be in line for the chairmanship is retirng.**

Though Senate switch to Republican control is not believed likely, the following changes would occur if the GOP assumed the majority:

**Sen. Robert A. Taft (R-Ohio) would take over the majority leadership from Sen. Ernest W. McFarland (D-Ariz.).**

**Interstate & Foreign Commerce—Sen. Charles W. Tobey (R-N. H.) in place of Sen. Edwin C. Johnson (D-Col.).**

**Appropriations—Sen. Styles Bridges (R-N. H.) vice Sen. Kenneth McKellar (D-Tenn.). Sen. McKellar was defeated in the Democratic primary in Tennessee; thus, Sen. Carl Hayden (D-Ariz.) would be the ranking Democrat.**

**Foreign Relations—Sen. Alexander Wiley (R-Wis.) in place of Sen. Tom Connally (D-Tex.). Sen. Connally, however, did not run for re-election; thus Sen. Walter F. George (D-Ga.) is the ranking Democrat. Sen. George is now chairman of the Senate Finance committee. Thus it is presumed that Sen. Theodore Francis Green (D-R. I.) would be the senior Democrat in the committee.**

**Rules & Administration—Sen. Henry Cabot Lodge Jr. (R-Mass.) vice Sen. Carl Hayden (D-Ariz.). Sen Hayden would be in line for the chairmanship of the Senate AP Appropriations Committee. The next ranking Democrat is Sen. Green.**

**Judiciary — Sen. Alexander Wiley (R-Wis.) vice Sen. Pat McCarran (D-Nev.). Sen. Wiley also is ranking Republican member of the Foreign Relations Committee, where, it is believed, he would prefer to be chairman; thus Sen. William Langer (R-N. D.) would be chairman.**

All members of the House of Representatives are running for re-election. Among those of interest to broadcasters, other than those mentioned above, are:

Reps. Arthur G. Klein (D-N. Y.), F. Ertel Carlyle (D-N. C.), Homer Thornberry (D-Tex.), Joseph P. O'Hara (R-Minn.), J. Edgar Chenoweth (R-Col.) and Harmar D. Denny Jr. (R-Pa.). All are members of the Harris subcommittee investigating the "moral climate" of radio and TV programs.

Rep. O'Hara also was the author, although unsuccessful, of an amendment to the McFarland Bill which would have permitted broadcasters to censor candidates' speeches for "defamation."

Another Congressman up for relection is Rep. Walt Horan (R-Wash.), who successfully persuaded the House to amend the McFarland Bill to exempt from damages any station over which a political candidate uttered libel. This provision was eliminated in joint conference before the bill was repassed and sent to the White House.

### Others Seeking Re-election

Other House members running for re-election are Rep. Harry R. Sheppard (D-Calif.), author of several proposals affecting networks and the right of rebroadcast privileges; Rep. Harris Ellsworth (R-Ore.), broadcaster-publisher who has interests in KRNR Roseburg, KFLW Klamath Falls, and KYJC Medford, all Oregon; Rep. William E. Miller (R-N. Y.), author of a proposed bill which would have given broadcasters a better credit base for excess profits tax purposes; Rep. E. C. Gathings (D-Ark.), author of the resolution which established the Harris subcommittee to probe radio-TV programs, and Rep. Joseph R. Bryson (D-S. C.), who proposed legislation to bar liquor advertising on the air.

Running for re-election in the Senate are the following whose standing, come Nov. 4, are of interest to broadcasters: Sen. William Benton (D-Conn.), author of proposals to establish a national advisory council on radio and TV programs; Sen. Lodge, in line for the chairmanship of the Senate Rules Committee, and Sen. Langer, in line for the chairmanship of the Senate Judiciary Committee.

Missing from the 83d Congress will be Sens. Herbert R. O'Conor (D-Md.), who decided to resume his Baltimore law practice, and Owen Brewster (R-Me.), defeated in the primaries. Both are members of the Senate Interstate & Foreign Commerce Committee.

Also not returning are Reps. Lindley Beckworth (D-Tex.) and Leonard W. Hall (R-N. Y.), both members of the House Interstate & Foreign Commerce Committee. Rep. Beckworth was defeated for the Democratic Senatorial nomination for the seat vacated by Sen. Tom Connally (D-Tex.). Rep Hall resigned to return to his law practice.

### Not Returning

Sen. Fred A. Seaton (R-Neb.), one of GOP Candidate Dwight D. Eisenhower's top level confidantes, declined to run for the seat to which he was appointed last December upon the death of Sen. Kenneth S. Wherry. Sen. Seaton is associated with his family in newspaper publishing in Nebraska and Kansas and in the ownership of KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kansas.

Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ San Diego and former publisher of the *San Diego Journal*, lost the Democratic nomination for the Senate.

# INAUGURAL PLANS TAKE SHAPE

## Radio-TV Specifications Spelled Out

SPONSORSHIP of the 1953 inaugural ceremonies, under the same conditions which governed the political conventions last July, was recommended last week by the radio-TV subcommittee of the District of Columbia Inaugural Committee.

The subcommittee also asked that the inaugural committee extend to radio and TV correspondents the same courtesies proffered in the 1949 inauguration.

Conditions for sponsorship of the political conventions carried the following restrictions among others: (a) approval of the sponsor by the committee and (b) commercial messages only at recess or during pauses, and pitched at the highest level.

Need for cooperation of D. C. Inaugural Committee for all Jan. 3 activities, except those occurring at the inauguration proper on Capitol Hill, was considered more serious this time than in 1949 because TV coverage in 1953 will be individual rather than pooled as previously. This will mean four networks plus an unknown number of independents at about six positions during the inaugural parade down Pennsylvania Ave. to the White House. It also means proper credentials for the camera crews and technicians and for the commentators who will cover the procession.

Situation at Capitol Plaza also is giving concern. Contract for erection of stands is based on duplication of 1949 inaugural [B•T, Sept. 22]. At that time, only two TV cameras covered the oath-taking ceremony. This inaugural is expected to have a minimum of eight TV cameras. Robert M. Menaugh, superintendent of the House Radio-TV Correspondents Gallery, is handling requests for space on Capitol Hill.

**Radio-TV subcommittee for Washington activities is headed by Bryson Rash, ABC. Other members are: Kenneth H. Berkeley, WMAL; Walter Compton, DuMont; John Hayes, WTOP; Eugene Juster, NBC; Hollis Seavey, MBS; Lewis Shollenberger, CBS; Ben Wilbur, WOL, and William Wood, CBS.**

**Co-chairmen of the D. C. Inaugural Committee are Melvin Hildreth, Democratic national committeeman; and Joseph McGarraghy, chairman of the D. C. Republican Party.**

# LBS SUIT

## Depositions To Be Given

FORMER executives of Liberty Broadcasting System were in Chicago last week to give depositions in the long-pending $12 million Liberty anti-trust suit against major league ball clubs.

Former LBS President Gordon McLendon arrived there Monday from Dallas to begin a week-long stint with attorneys from Sidley, Austin, Burgess & Smith, representing the 13 major league baseball clubs named as defendants in the conspiracy charge.

Scheduled to follow Mr. McLendon in giving testimony are James Foster, former executive vice president, and James Kirksmith, former vice president of Liberty. The baseball clubs have not yet filed an answer to the original complaint brought by LBS. Court dates set by U. S. District Court, Chicago, have been postponed several times. The next one set for a formal answer is Nov. 17, when the court may insist upon an answer even if the taking of depositions has not been completed.

Practice is for the plaintiff to collect depositions after defense has finished. This would put the testimony of more than 40 persons back farther because McConnell, Lutkin & Van Hook, representatives in Chicago for Liberty, have this number as a minimum with which to begin. Trial date is Jan. 19.



XUM

# NETWORKS' ELECTION PLANS

## Biggest in History

RADIO and television audiences will receive the most comprehensive election night coverage in history tomorrow (Tuesday) evening with major networks fortified by a host of commentators, electronic computing devices, visual aids and other techniques to give up-to-the-minute news developments and trends from across the nation.

For the past month, the networks have been hammering out work schedules, testing calculators and mapping programs for coverage of every conceivable angle of the election story. Preparations have been made to go on the air in radio at 8 p.m. and television at 9 p.m. EST and remain on the job through the wee hours of the morning, if necessary, until choice of the new President has been determined.

All network spokesmen declared late last week that they are prepared for any contingency that may arise and voiced confidence that this year's coverage will surpass all previous ones.

Plans for election night coverage as reported by the networks follow:

### NBC

NBC will begin radio coverage at 8 p.m. and television at 9 p.m. EST, both under sponsorship of Philco Corp. Network reports will originate from NBC's combined radio-TV election night headquarters in studio 8-H, Radio City, New York, under direction of William R. McAndrew, overall supervisor.

The staff in New York, according to Mr. McAndrew, will number about 250, including 15 top commentators. For NBC-TV, Bill Henry will give the overall running commentary, with John Cameron Swayze concentrating on Presidential returns; Richard Harkness on Senate and Gubernatorial contests, and Ned Brooks on the Congressional elections. For radio audiences, George Hicks and Merrill Mueller will describe the Presidential contests and the general election story; W. W. Chapman will report on Senate and Gubernatorial races, and Ray Henle on House elections. William Sprague will provide color and human interest angles.

#### At Party Headquarters

Stationed outside New York headquarters will be Frank Bourgholtzer and Ben Grauer, who will broadcast latest news developments on both radio and TV from Gen. Eisenhower's headquarters at the Commodore Hotel in New York. Similarly, Ray Scherer and Jack Angell will report from Gov. Stevenson's headquarters in Springfield, Ill.

The Springfield hookup will be made possible by Illinois Bell Telephone Co. with a special microwave relay to the nearest coaxial cable circuits 120 miles away at Danville, from where signals will be relayed to the four TV stations in Chicago and the rest of the country.

NBC will use its electronic calculator, "Mike Monrobot," to give a rapid comparison with Presidential returns in 1948 and to compute important trends. Teams of tabulators will be on hand to post the results and these figures will be translated into visual presentations, such as animated cartoons, for which NBC has hired the Howell-Rogin staff for the night. Arrangements have been made for NBC radio stations to report local results at 25 and 55 minutes after each hour and for NBC-TV stations, on the hour and at 35 minutes past each hour.

### CBS

CBS coverage, under sponsorship of the Westinghouse Corp., will start at 8 p.m. on radio and an hour later on television. Overall direction of election night activities will be under Wells Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for their respective networks.

A combined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team of Walter Cronkite, Robert Trout, Allan Jackson and Douglas Edwards. From time to time special reports, analyses and interviews will be broadcast by Edward R. Murrow, Lowell Thomas, Larry LeSeuer, Charles Collingwood and Don Hollenbeck. Bill Wood will supervise pickups from Washington headquarters of the Democratic and Republican parties, assisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

CBS plans an election night staff in New York City headquarters and will utilize visual devices to interpret the course of results.

**DEMOCRATIC Presidential nominee Adlai Stevenson (l) confers with Edward Lamb, owner of WICU (TV) and WIKK Erie, Pa., and other radio-TV stations and publisher of *Erie Dispatch*. Scene took place on special train en route to Erie where Gov. Stevenson spoke Oct. 23. Mr. Lamb publicly supported the Governor in an editorial on one of the former's stations.**

### MBS

Mutual's election returns will be broadcast under sponsorship of Chevrolet Div. of General Motors and the Chevrolet Dealers of America, beginning at 8 p.m. EST. Before that time, MBS will feature programs during the day in connection with its "Lights-Out-Votes-On" campaign to get out the vote.

The night's coverage, under cosupervision of Milton Burgh, MBS news director, and Arthur Feldman, special events director, will be implemented by a working force of 250 in New York headquarters. MBS commentators who will report developments include Gabriel Heatter, Fulton Lewis jr., Cedric Foster, Bill Cunningham, William Hillman, H. R. Baukhage, Robert F. Hurleigh, Everett Holles, Fred Van Deventer, Lew Nichols, Frank Singiser, Joe McCaffrey, Ed Petitt, Prescott Robinson and Henry Gladstone, plus the network's regional news directors. The network has arranged a three-minute cutout every half hour and hour to permit local stations to report local election results.

### ABC

Election results will be broadcast over ABC radio, starting at 8 p.m. EST and over ABC-TV an hour

*(Continued on page 61)*

# STATION COVERAGE

## Of Campaign, Election

NATIONAL political campaign coverage and plans for election reporting by radio and TV stations on the local level across the nation were exemplified by reports received at BROADCASTING • TELECASTING last week.

In the East, outlets in New York, Philadelphia, Pittsburgh, New York State, Washington, D. C., Baltimore, Bridgeport and Hartford disclosed their projected activities.

* * *

**THIS is how one station, WBTH Williamson, W. Va., promoted its vote campaign. Pictured is the black-lettered, white-background button, nearly 4 inches in diameter, distributed by the station before elections.**

WNEW New York planned to devote its entire facilities and commercial time to election returns and analyses starting at 7:30 p.m. in cooperation with the New York *Daily News*. News Director John Jaeger will head WNEW personnel at the *News* while Program Director Bill Kaland will direct activities at headquarters. Plans called for broadcasting returns as received; analysis by WNEW, *News* and *World Telegram & Sun* experts, and telephone interviews with public figures.

WPIX(TV) New York, owned by the *Daily News*, also enlisted the cooperation of that newspaper. Camera interviews with *News* political writers and reports from election headquarters at the station were planned. WPIX is to go ahead with regular programming, but will interrupt with election bulletins. John Tillman and Kevin Kennedy will coordinate coverage.

WINS and RKO Theatres of the Greater New York area worked out a joint promotion to give late election news to RKO theatre patrons via announcements and lobby radio sets tuned to WINS in a plan by Dick Winters for WINS and Ira Morais for RKO.

#### Other Station Plans

WMGM New York said it would give full returns starting at 7:30 p.m., with Program Director Raymond Katz supervising. George Hamilton Combs, news analyst and former Congressman, is slated to analyze developments.

Municipally-owned WNYC New York, which FCC refused permission to operate beyond its customary 10 p.m. sign-off [B•T, Oct. 27], said its personnel again would have "exclusive access" to police headquarters, where totals from precinct stations would be sent directly to station studios. WNYC will stop at 10 p.m. but WNYC-FM will continue "until the final results are known," according to Seymour N. Siegel, the city's director of radio communications.

WNYC arranged with stations in

*(Continued on page 36)*

# 'BROADCAST PRIMER'

WANT to start a radio or television station?

Need the latest official dope on educational telecasting?

FCC has the answers—hundreds and hundreds of them. They are wrapped up in a compact 22-page pamphlet modestly titled "Radio Broadcast Primer."

For persons uninitiated in the intricacies of radio and television the new Commission document is a quick and easy education in the essentials of electronic media.

For those engaged in the business and techniques of radio and TV broadcasting the primer is a pleasant refresher course.

The long job of boiling down the basic facts of radio and TV broadcasting history, regulation and operation was handled by the FCC's Office of Reports & Information, of which George O. Gillingham is chief. It represents three years of compiling and editing, covering AM, FM, TV and related services. The Commission hopes the primer will serve as a catch-all answer to routine inquiries, which run about 50 letters a day to say nothing of telephone calls and personal inquiries.

Because of limited funds the primer is not available in quantity but single copies will be available at the Commission offices.

Since the job of explaining electronic media involves historical background, the primer naturally starts with the evolution of broadcasting. Referring to advances in the fields of electricity and magnetism, it cites Maxwell's prediction of radio waves in 1860 along with similar experiments leading up to Marconi's transmissions in 1895.

### Station Claims

Moving along into early broadcasts, the primer dwells briefly on conflicting claims without deciding them. The oft-argued subject of who made the first commercial broadcast is handled this way:

"In 1919, station WHA of the U. of Wisconsin was transmitting weather and market reports. A Detroit experimental station, which later became WWJ, claimed to have started daily programs on July 7, 1920. However, records of the Dept. of Commerce, which first supervised radio, show KDKA Pittsburgh as the first commercially licensed standard AM broadcast station, dating from November 1920."

Taking the air by 1921 also were WJZ Newark, WRR Dallas, WBZ Springfield, Mass., WCJ New Haven, KQL Los Angeles, KQV Pittsburgh, WJX New York, KYW Chicago and WDY Roselle Park, N. J., according to the primer. From that point it traces use of telephone lines for experimental networking, citing a six-station broadcast of President Coolidge's message to Congress in December 1923.

Here the primer goes into broadcast regulation, recalling the chaotic frequency situation before the first radio act was passed in 1927. Reviewing legislative history of regulatory bodies, the document outlines the FCC's powers and operations in considerable detail.

Separate paragraphs are devoted to such topics as program control, censorship and free speech, political broadcasts, lotteries and obscenity, time charges and station management, networks, monopoly, receivers, call letters, radio operators and policing the ether.

### Power to Review

The legal power to review overall performance of stations "does not, however, give the Commission authority to direct a station to put a particular program on or off the air," it is stated, supported by language from the law. "The Commission has held that freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation of both sides of public issues," the primer says, adding, "Under such conditions, licensees of broadcast stations have the right to editorialize."

Pertinent sentence in the law is cited as follows: "Nothing in this act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

The paragraph on political broadcasts is handled rather gingerly, an obvious concession to general confusion inside and outside the Commission. All that's revealed is the paragraph from the Communications Act specifying equal opportunity and banning premium time charges for political talks.

Regulatory resumes include an explanation for the Commission's call-letter procedure. Recalling that the demand for call letters in the early '20s soon began to exhaust the three-letter combinations, the primer tells about calls having special significance, including appropriation of KOP by the Detroit police.

"This brought a flood of requests for call letters embodying the initials of places, names or slogans," it is explained. "Thus, WRC became the Washington station of the Radio Corp.; WGN was selected by the *Chicago Tribune* because of its slogan, 'World's Greatest Newspaper'; WCCO by the Washburn Crosby Co., Minneapolis, and WACO by the Texas city of that name. WMCA started in the Hotel McAlpin, New York; WNEW took its name from the *New York Daily News;* WINS New York from the International News Service, and WLIB New York from its slogan, 'The Voice of Liberty'; and WNYC is operated by New York City.

"WCFL bears the initials of the Chicago Federation of Labor; WEVD New York identifies the (E. V.) Debs Memorial Radio Fund; and WCBS and WNBC New York incorporate the initials of the Columbia Broadcasting System and the National Broadcasting Co., respectively.

### Other Call Examples

"Other broadcast station calls honor individuals. Examples are KFDR Grand Coulee, Wash., initialed for President Franklin D. Roosevelt; WJJD Chicago for Sen. James J. Davis; WMMN Fairmont, W. Va., for Sen. Matthew M. Neely; WABD New York for Allen B. DuMont; WTTG Washington for Thomas T. Goldsmith, DuMont engineer, and WRGB (TV) Schenectady, N. Y., for Dr. W. R. G. Baker of the General Electric Co.

"Many stations use calls indicative of their local areas. WFTW Fort Wayne is typical. Others refer to slogans. WIOD Miami typifies 'Wonderful Isle of Dreams,' and KAGH Crossett, Ark., stands for 'Keep Arkansas Green Home.' KXGI Richmond was licensed to ex-G. I.'s. In Washington WTOP signifies 'Top of the Dial'; WGMS, 'Washington's Good Music Station,' and WCFM, 'Washington's Cooperative Frequency Modulation Station'."

Commission methods of policing the ether are explained as the primer winds up its story of basic regulatory techniques. From that point it goes into more detail in outlining broadcast application procedure, including ways of obtaining construction permits, licenses, renewals and other grants.

The radio spectrum receives careful and enlightening attention, with two full pages of relatively simple explanation of radio waves, channels and frequency allocations. Similar attention is given the general subject of broadcast operation, including a dissertation on electronic phenomena. Types and numbers of stations are tabulated.

Brief chapters explain AM and FM broadcasting. The television section is necessarily more involved, starting with this simple definition, "Television (TV) broadcasting involves radio transmission of visual and aural programs so synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures."

Historical outline starts with the scanning disk patented in 1884 by the German, Nipkow. Vhf and uhf problems are discussed with clarity.

A history of educational broadcasting reviews AM and FM operations, winding up with a summary of the TV educational situation.

## FCC Compiles Data

## Habits and Suds

SOVIET Union, which recently reported plans for plug-in color television, claims that 2,000 TV receivers have been installed in Kiev, and that the number of sets has increased in all villages. Radio Moscow adds: "Regularly, three times weekly, concerts and films are being telecast from the studio of the Kiev television center. The use of television sets is becoming a habit of the Soviet people." Radio Moscow also is portraying the U. S. as a villain in a new radio soap opera about World War II titled *Happiness.*

**REPRESENTATIVES of 12 North Dakota stations met Oct. 18 and formed the North Dakota Broadcasters' Assn. Officers include (l to r) Elmer Hanson, KNOX Grand Forks, secretary-treasurer; Orville F. Burda, KDIX Dickinson, president; F. E. Fitzsimonds, KFYR Bismarck, vice president, and Charles Scofield, KWBM Williston, one-year director. Also elected a one-year director was John B. Cooley, KLPM Minot. Messrs. Hanson, Burda and Fitzsimonds will serve as two-year directors.**

## RTMA Names Manson

STANLEY H. MANSON, advertising and public relations manager of Stromberg-Carlson Co., has been named by Radio-Television Mfrs. Assn. as vice chairman of the RTMA Public Relations & Advertising Committee. Appointment was made by John W. Craig, chairman of the RTMA Set Division. He succeeds James M. Toney, RCA Victor Division, who has resigned from the committee post. Mr. Manson heads the public relations group of the combined RTMA committee, created Sept. 17 at the RTMA fall meeting.



XUM

# NEW FILM FIRM

## *$1 Million Vitapix Formed*

FORMATION of a $1 million TV film producing and syndicating company by four prominent broadcasters, a Washington attorney specializing in radio-TV practice and two Hollywood film executives was announced last weekend.

The company is Vitapix Corp. Its principals are John E. Fetzer, president of WKZO-AM-TV Kalamazoo, Mich., and WJEF Grand Rapids, Mich.; C. Howard Lane, president of KOIN Portland, Ore., and KJR Seattle and part owner of KFBI Wichita; Harry C. Wilder, who retired a month ago as president and director of WSYR-AM-FM-TV Syracuse and who has interests in WELI-AM-FM and WBIB (FM) New Haven and in WTRY Troy, N. Y.; Richard A. Borel, general manager of WBNS-AM-TV Columbus, O.; Horace L. Lohnes, of the Washington law firm of Dow, Lohnes & Albertson; William F. Broidy, president of William F. Broidy Productions Inc., Hollywood, and Don G. Campbell, owner of the D. C. Electric Co., Hollywood, supplier of electrical equipment to the film industry.

President of the new corporation is Robert H. Wormhoudt, who resigned as sales manager of Unity Television Corp., New York, as of last Saturday.

At present the stock of the corporation is divided among the original principals, none of whom owns more than 20%. A redistribution of stock is planned to include Mr. Wormhoudt in the stockholders. When the redistribution is complete, he and the original principals will hold equal shares.

### Other Officers

In addition to Mr. Wormhoudt, the corporation's officers are Messrs. Broidy, Fetzer, Borel and Wilder, vice presidents; Mr. Campbell, treasurer, and Mr. Lohnes, secretary. The board of directors includes the officers and Mr. Lane.

Vitapix will syndicate film which is produced especially for it by its production arm, the Broidy company in Hollywood, and which is acquired from other sources.

It has already bought both television and theatrical rights to 27 Monogram westerns, 21 starring Johnny Mack Brown and six starring Whip Wilson—all released since 1947. The cost of that acquisition is reported to have been nearly $700,000. Vitapix is reprocessing the features on fine grain film.

Although its corporate formation was not complete until last week, the company has begun selling these westerns and has sold the features to 10 stations.

At the Broidy studios it has in production a 26-time series, *Case History*, a 26½-minute show about the adventures of a doctor, starring Regis Toomey, and another 26-time series, *Trail Blazers*, starring Alan Hale Jr. in a 26½-minute adventure strip for boys.

It has also acquired rights to 100 Tele-Discs, which are three-minute films to be synchronized with standard musical recordings by top performers.

As president, Mr. Wormhoudt will direct operations and sales. Mr. Broidy, as vice president, will be the production chief.

The other officers and Director Lane will not be concerned with the detail of administration or operations but will act in advisory capacities in the overall management and in the selection of properties to be handled by the firm.

Mr. WORMHOUDT

Mr. BROIDY

*. . . In key posts for the new Vitapix Corp.*

* * *

Mr. Wormhoudt was sales manager of Unity for three and a half years. Before that he was a salesman for Official Films, which he joined in 1947 after working for a year writing TV news shows at CBS in New York. Mr. Wormhoudt served in the Army during World War II, emerging as a captain. A native of Iowa, he is 41 years old.

### Sees Unified Effort

"Vitapix is the best thing that ever happened to the television film business," Mr. Wormhoudt said, "both in its conception of pulling together all the elements of the business and in its people, all of whom have the proven ability to create business in the best principles and with the soundest results."

Mr. Wormhoudt pointed out that Mr. Broidy, the company's production chief, was among the most experienced TV film producers in Hollywood and that Mr. Campbell was a veteran in the movie industry. The broadcasters in the firm, he said, were highly regarded in radio and television and included the chairman of the NARTB Code Review Board (Mr. Fetzer). They will be able to provide sound and practical advice on the kinds of film which the company will distribute, he said.

## NETWORK CLIENTS

### *Oct. '51-'52 Compared*

MORE advertisers used radio networks last month than in October 1951—139 this October to 127 for the same month of last year—according to an analysis made by Executives Radio-TV Service.

Reverse is true for TV, the report notes, with 141 advertisers on the video networks in October 1952, compared to 173 TV network clients in October 1951.

Both media in October 1952 had more food advertisers than any other type, 28 food companies using network radio and 27 using network TV to advertise their products. Makers of home furnishings and appliances ranked second, 17 advertisers of this category using the radio networks and 20 buying TV network time. Drug companies ranked third, 13 using network radio, 14 using network television.

There were fewer commercial network programs on the air this October than a year ago, the summary shows, declining for radio from 210 in October 1951 to 196 in October 1952 and for TV from 170 to 149.

## NARTSR NOW SRA

### To Stress Spot Growth

JOSEPH WEED, head of Weed & Co. and president of National Assn. of Radio & TV Station Representatives, is announcing today (Monday) that NARTSR's name has been changed to Station Representatives Assn. Inc. (SRA), effective immediately [B•T, Sept. 15]. Mr. Weed explained the change was made not only to simplify the name, but to avoid conflict with similar titles.

SRA reported that in spite of continued expansion of television business in 1951, there was also a "rapid growth" of national spot radio in that year. Due to the increase in activity the station representatives "individually and through their association" are engaged in promotion of spot radio business, "to hold and increase the large volume of business already established."

## SEARS TESTS

### Summarized by BAB

RADIO "out-performed" newspapers in 10 out of 12 dollar-for-dollar sales effectiveness tests made by the ARBI method in Sears, Roebuck stores during the past 18 months, BAB reported last week.

BAB said this superiority of performance referred both to traffic drawn to the stores and to volume of sales.

Results of the surveys, which BAB said were conducted in "Sears stores from the Pacific Northwest to Washington, D. C.," are summarized in a new 24-page presentation, "Sears Counts Its Customers," which has been sent to BAB members. Some principal conclusions of the presentation, similar to those contained in the larger "Count Your Customers" summary of ARBI tests which was issued by BAB earlier this year; were described as follows:

"(1) Radio and Newspaper advertising seem to reach entirely separate audiences.

"(2) Radio reaches a slightly larger audience than newspapers.

"(3) There is relatively little over-lap between the radio and newspaper markets for retailers.

"(4) Store traffic is created by daily advertising. Other factors including the carry-over effect of previous advertising seem to produce relatively little traffic even for the well-established Sears stores."

"Sears Counts Its Customers" recounts some tests included in the earlier "Count Your Customers" brochure, some of which have been made and released since [B•T, Aug. 18], and some which have not been made public before, BAB officials reported. They said copies are being released to members only.

## Reynolds Radio Plans

REYNOLDS Metals Co., Louisville, for its new product, "Liquid Aluminum," plans to distribute radio spots in cooperative advertising. Reynolds, which sells the "Liquid Aluminum" pigment and distributes labels and promotion material to paint manufacturers, currently does not plan any direct advertising program. Agency is Price, Robinson & Frank, Chicago.



XUM

# NBC STATIONS

### Boca Meeting Support Nil

EFFORTS of some NBC affiliated stations to stir up a December convention of their own following the network's abandonment of plans for the annual session appeared at the weekend to have developed little support.

Affiliates in some areas were slow in replying to informal polls conducted by members of NBC's Stations Planning & Advisory Committee. P. A. Sugg, WKY Oklahoma City, requested the polls at the instigation of affiliates who felt there should be an NBC station meeting regardless of the network's stand [B•T, Oct. 27].

Mr. Sugg told BROADCASTING • TELECASTING a large number of affiliate officials were too busy with political problems, and related management headaches, to reply to the polls by SPAC committeemen.

Chance that a convention may be held next spring developed during the week, with some feeling that NBC officials might go along with the idea. One suggestion was that NBC stations get together during the Los Angeles NARTB convention April 29-May 1.

A meeting of the NBC Television Affiliates Committee is scheduled Nov. 12, with rate compensation as the main topic. The so-called Damm Committee, headed by Walter J. Damm, WTMJ-TV Milwaukee, may meet before the year-end. This group has had several discussions during the past year.

**Majority Opposes**

E. R. Vadeboncoeur, WSYR-TV Syracuse, a television SPAC member, said the 13 affiliates in his district were preponderantly opposed to a December convention at Boca Raton, Fla. He added, however, that they voiced belief that some form of meeting of TV affiliates is necessary or desirable.

Of the 13, he said eight were opposed to proceeding with the Boca Raton general convention. Most of these expressed a need for a business session of TV affiliates. Two affiliates favored a general convention, two stated no preference and one did not reply, he said.

Key problems stirring desire for a TV meeting, it was understood, are network-affiliate negotiations over a new formula to compensate stations for carrying network commercial programs, and the belief voiced by several stations that NBC is not paying enough attention to morning programming.

On the compensation question, an affiliates committee submitted a proposed new formula in late summer, NBC came back with a counter-proposal, and further negotiations are due at the Nov. 12 session.

NBC officials indicated no intent to re-schedule the cancelled Boca Raton meeting. Mr. Sugg had notified SPAC members he had been informed by Tony Provost of WBAL Baltimore, that Boca Raton could be made available the week of Dec. 13.

**COL. A. FRANK KATZENTINE, owner WKAT Miami Beach, was presented with a baby Mexican tiger to use as the station's mascot. The station uses a cat as its symbol. Posing with the "kitten" are (l to r) John I. Prosser, WKAT general manager; Judy Allen, lion tamer, and Walter A. Callahan, WKAT sales manager.**

# ELECTION RESULTS

### VOA to Air Overseas

DEPT! of State's Voice of America will carry U. S. election results to various countries in 46 languages, it was indicated last week.

A staff of 300 announcers, newsmen and engineers will be utilized to assemble and broadcast the returns starting at 7 p.m. Tuesday, with stress on shortwave broadcasts behind the Iron Curtain. Among places slated to receive full coverage are countries in Europe, Latin America and the Far East, Near and Middle East.

Voice programs will be relayed by domestic networks overseas. Broadcasts to the Iron Curtain will employ a special pattern. All phases of the political race will be reported, Voice officials said.

# EKCO SWITCHES

### Full Line to D-F-S

EKCO Products Co., Chicago, which spends about $900,000 yearly on advertising, has switched several portions of its account from Earle Ludgin Agency to Dancer-Fitzgerald-Sample, both Chicago. The transfer, effective last week, brings the entire Ekco line into one agency.

Ekco products include Diamondware cutlery, Minute Mop products, various Flint lines of kitchen tools, cutlery and food mixers and Ekco Ware cooking utensils. For the past two years, the list has been divided between Ludgin and D-F-S, with the latter handling Diamondware stainless steel table ware and Minute Mop products.

In a short one-week period, the client planned and signed for sponsorship of a quarter-hour segment of *Welcome Travelers* on NBC-TV.

# SET SALES RISE

### Reported in Dept. Stores

DEPARTMENT store sales of radio-TV receivers and phonographs last July showed a 19% increase over the same month in 1951 but the 1952 seven-months total was off about 23%, according to the Federal Reserve Board.

These figures were contained in the October bulletin of the Board of Governors of the Federal Reserve System. Total of 174 stores reported in this survey. Drop of 63% was recorded in stocks on hand in stores at the end of July. Ratio of stock on hand in terms of sales was 2.6 for July, indicating stores sold about half their available supply at month's end.

# AUDIO FAIR

### Binaural Demonstrated

FOURTH Annual Audio Fair, under the sponsorship of the Audio Engineering Society of America, was held Wednesday through Saturday at New York's Hotel New Yorker with more than 100 displays of sound equipment on exhibition.

Highlights of the fair included displays of binaural sound systems by Magnecord Inc. and Ampex Electric Corp. In binaural ("two eared") recording, musical sound is picked up by two microphones, recorded on two independent sound tracks and played back through separate speakers.

Binaural recording was described as an effort to give an added dimension to recorded sound in much the same way that a stereoscope adds the illusion of depth to a photograph.

Magnecord presented a demonstration of binaural sound reproduction at a news conference Wednesday and later that evening cooperated with WQXR New York in a broadcast demonstration. The binaural effect was accomplished by broadcasting one sound signal over AM and the other over FM.

Magnetic binaural recording is presently not available on a commercial basis as no satisfactory method has been found to mass-produce tape recordings. A binaural system that uses a disk with two sets of grooves, one set at the outside of the record and the other halfway across it, was demonstrated by Cook Laboratories, Stamford, Conn.

Harry N. Reizes, fair manager, estimated that at least 15,000 persons visited the exhibition. He said that 29 technical papers were delivered at the Audio Engineering Society's convention, which is held each year in conjunction with the fair.

Mr. Reizes also announced that the fair has established an annual $250 scholarship to be awarded to a deserving student specializing in audio engineering. First presentation will be made at next year's show.

The Audio Engineering Society of America is composed of more than 1,100 members in the United States and abroad.

# SEPT. SET OUTPUT

### RTMA Lists TV Rise, Radio Drop

OUTPUT of TV receivers in September was 124% above the same month in 1951, according to Radio-Television Mfrs. Assn. Radio set production fell below the level a year ago.

The industry produced 755,665 TV sets in September, a five-week month, compared to 337,341 sets a year ago. Radio production totaled 865,654 sets compared to 1,100,246 in the same 1951 month.

In all, 3,670,591 TV sets and 6,689,535 radios have been produced in the nine months of 1952.

Of home radios, 21,507 had FM tuning facilities, according to RTMA. Another 7,664 TV sets had tuners for the FM broadcast band.

Shipments of receiving tubes by RTMA member companies totaled 34,196,286 units in September compared to 27,946,193 a year ago. For the nine months of 1952, shipments totaled 245,689,629 tubes compared to 280,795,338 a year ago.

Radio-TV receiving set production for the first months of 1952 is detailed below:

* * *

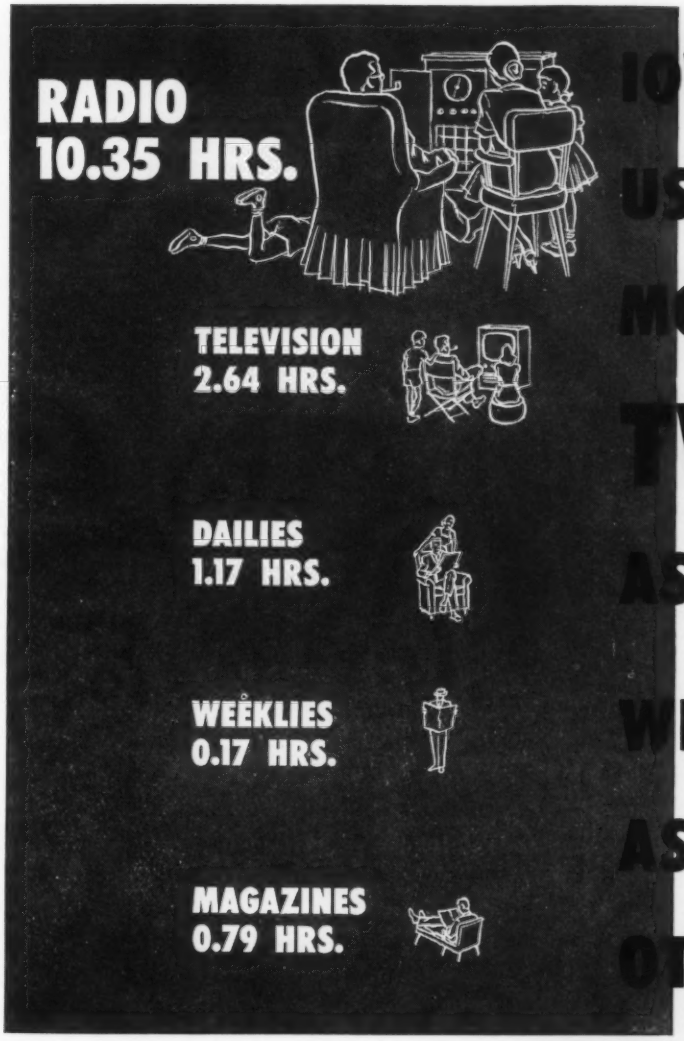
| | Television | Home Sets | Portables | Auto | Clock | Total Radio |
|---|---|---|---|---|---|---|
| January | 404,933 | 288,723 | 68,433 | 195,147 | 80,152 | 632,455 |
| February | 409,337 | 312,705 | 72,866 | 267,779 | 106,103 | 759,453 |
| March (5 weeks) | 510,561 | 357,689 | 99,720 | 343,314 | 175,169 | 975,892 |
| April | 322,878 | 286,164 | 110,529 | 275,250 | 176,003 | 847,946 |
| May | 309,375 | 288,927 | 128,351 | 215,478 | 115,588 | 748,344 |
| June (5 weeks) | 361,152 | 297,669 | 205,186 | 246,909 | 124,489 | 874,253 |
| July | 198,921 | 203,868 | 81,353 | 95,220 | 61,295 | 441,736 |
| August | 397,769 | 235,728 | 105,006 | 94,315 | 108,753 | 543,802 |
| September (5 weeks) | 755,665 | 324,786 | 126,666 | 230,706 | 183,495 | 865,654 |
| | 3,670,591 | 2,596,259 | 998,110 | 1,964,118 | 1,131,048 | 6,689,535 |

## Sesac Xmas Scripts

SESAC transcribed library, New York, will send special Christmas programs to subscribers along with regular November shipments, which will include a complete list of SESAC's Christmas music. Special program scripts are: "Music and Christmas," "Music for Once-Upon-a-Time," "Home for Christmas," "The Wondrous Gift of Christmas," "Christmas Tree Decoration—Homemade Style," "The Toys' Christmas Eve," and "Mister Muggins Rabbit."



XUM




# IOWA RADIO USERS SPEND MORE THAN TWICE AS MUCH TIME WITH RADIO AS WITH ALL OTHER MEDIA COMBINED!

In the 1952 Iowa Radio-Television Audience Survey, just completed by Dr. F. L. Whan of Wichita University and his staff, every third family reached by personal interview was asked to keep an "In-home Activities Diary", quarter-hour by quarter-hour, the day following the interview.

The graph above shows one significant finding from this diary study. Dozens and dozens of other new facts also merit your careful study.

9,143 families were personally interviewed for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and merchandising man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you *free*, of course.

**WHO**

**+ *for* Iowa PLUS +**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

# CBS CANCER PROJECT

## Is Planned

CBS and the American Cancer Society are joining forces in an ambitious venture in medical education by color television which they hope will help reduce cancer to a "secondary" disease.

Expected to start in about six months, the project calls for hour-long weekly programs on cancer detection and treatment to be transmitted by a closed circuit color TV network, into cities having one-third of the nation's doctors.

The programs, which leaders hope will be approved by medical colleges as "courses" for which credits will be allowed, will be prepared under the supervision of cancer experts with an experienced radio-TV producer to help make them "interesting and exciting" as well as factually educational.

CBS-TV has committed its Tuesday 6-7 p.m. EST time period for transmission of the programs. The Cancer Society has committed up to $250,000 to underwrite the project, and leaders are hopeful that others—individuals and organizations—will make contributions to defray additional expenses, particularly for more projection receivers and other equipment.

CBS Labs. Vice President Peter C. Goldmark, developer of the CBS color TV system and originator of the cancer education project, said enough now is known by a few cancer experts to render the disease comparatively "insignificant" if the knowledge is imparted to doctors throughout the nation.

### Save 10,000 Lives

By extending this presently-known information to doctors generally, the programs could be responsible for saving 10,000 lives a year after the first year, he estimated. Dr. Goldmark is adviser on the project, which is headed by Dr. Charles Cameron, medical director of the society.

The society was said to be planning to work closely with county medical societies in developing its "audience," since most doctors are members, and a search is being made for convenient sites for receivers in the various cities involved. CBS-TV will transmit the programs, and it is expected that they will be taken off the intercity relay by local TV stations for feeding to the receiver locations.

A special projection receiver, with a screen four feet wide, has been developed by CBS Labs.—each one, Dr. Goldmark said, can serve as many as 500 persons.

Color recordings of the programs also will be made for use in cities not linked by radio relay. Dr. Goldmark said such recordings definitely have been proven feasible.

Approximately 55,000 of the nation's estimated 157,000 practicing doctors are concentrated in the cities selected for the programs, and it is expected that at least half of these will take part in the "courses." The cities, with their estimated doctor populations shown in parentheses, are as follows:

**New York (17,000); Los Angeles (4,100); San Francisco (2,400); Denver (1,200); Baltimore (2,300); Omaha (545); Salt Lake City (500); Cleveland (2,000); Toledo (550); Lancaster, Pa. (151); Philadelphia (4,900); Chicago (7,500); Des Moines (360); Pittsburgh (1,600); Johnstown, Pa. (130); Boston (3,400); Detroit (3,000); Providence (560); and Washington, D. C. (2,500).**

The network at the outset is expected to include the cities of the Eastern Seaboard and as far west as Chicago. Those west of Chicago would be added later.

The project, first revealed Oct. 24, with the Cancer Society's appropriation of the $250,000, was described as "not a commercial venture" of either CBS or the society. CBS is providing its circuits and its color TV technique, which has been employed extensively in medical demonstrations since May 1949 and which also won FCC approval for commercialization despite almost unanimous industry opposition. CBS-TV has not engaged in color broadcasting on a regular basis since closing down at governmental request to conserve raw materials, although this ban was later lifted.

Dr. Goldmark revealed that one of the primary purposes of the transcontinental relay of a color pickup of a heart operation on the West Coast several months ago was to provide a fore-test of the current project. He felt the cancer program ultimately would be extended to other fields of medicine with vast benefits.

As an indication of the anticipated results of the cancer education project, he pointed out that in the case of stomach cancer, for example, the survival rate among detected cases is 65%, as against 6% where the disease is not detected in time.

In addition to training the nation's doctors to detect the disease at an early stage and to treat it properly, project encompasses a public educational campaign.

As this course progresses, local radio and television stations will be asked to acquaint their audiences with the fact that their doctors are "enrolled" and learning about cancer, and should be contacted for checkups if any question arises.

The CBS-type color equipment has been used frequently for medical demonstrations in cooperation with Smith, Kline & French Labs., and currently is in daily teaching use at the U. of Kansas, the U. of Pennsylvania, and a hospital in Paris.

### Doctor Survey

The *Journal of the American Medical Assn.*, describing medical color TV, has reported that a survey of physicians attending the Missouri State Medical Assn. in 1950 showed that 91% (of 116) preferred to watch surgery on color television rather than from an operating-room amphitheatre, and that 52% preferred it to a place beside the operating table.

The *Journal* also reported on a survey by Wayne U.'s college of medicine, which it said showed that: "(1) 96% expressed a preference for watching surgery by means of color television, as compared with viewing it from an amphitheatre; (2) 85% expressed a preference for a clinical presentation on color television, as compared with the conventional paper read from the platform; (3) 42% of this audience considered diagnosis the subject matter of greatest interest, 38% treatment, and 20% the new advances in research."

# EQUIPMENT STATUS

## NPA-Industry Give Views

PROSPECT of a backlog in orders to equip new and prospective TV stations was raised before the National Production Authority (NPA) last Tuesday.

A member of an industry broadcast equipment advisory committee who represents a large company suggested some firms may find it "uneconomical" to gear their production to FCC's TV processing line.

His statement came during a discussion by industry and NPA officials on the TV station picture since the Commission lifted its freeze last April, and particularly the future demand for broadcast equipment.

NPA reported that since July FCC has issued more than 80 construction permits for new outlets, with an approximate ratio of three to one for uhf to vhf. (There was a total of 92 post-thaw cp's as of last Thursday).

The industry member, who was not identified by NPA, said a backlog of orders looms from these new stations and for the many whose applications now pend before the FCC, NPA reported. Feeling was expressed that manufacturers should not feel obliged to expand their production facilities in view of the present status of the TV grant situation—at least until more stations receive permits.

A number of CP holders, however, have had orders on file throughout the past year as they anticipate FCC approval of their applications.

Continuing shortage of skilled technicians and engineers also was reported by the manufacturers. Some foreign personnel is being imported, it was revealed. Production and operating efficiency losses due to complex electronic designs also were discussed. Military authorities are attempting to meet the problem, the committee was informed.

Pinch on first-quarter steel allocations for commercial broadcasting production may be eased by extra deliveries in January and February, NPA said. Components and materials remain an acute problem in point of supply and quality.

Meeting was attended by representatives of Westinghouse, RCA, General Electric, Gates Radio, DuMont Labs, Collins Radio, Continental Electronics and Standard Electronics. J. Bernard Joseph, NPA Electronic Div., presided.

Manufacturers of receiving and transmitting tubes also met with NPA in separate conferences last week. Receiving tube producers said they were against any plan for centralized government procurement of electron tubes as government-finished equipment, expressing doubt such a system would work.

### 487 Million Units

NPA estimated 1953 receiving tube output at 487 million units, including overall total military requirements. Industry representatives felt 450 million units would be a better guess. No serious shortage of these tubes was reported.

Another industry group asked NPA to relax building curbs Jan. 1 instead of the May 1 originally set, citing an easing of steel supplies in all categories except structural. NPA promised to study this recommendation.

While the relaxation would more directly benefit commercial and recreational construction, any easing in these fields generally would be regarded as an indication of greater allotments for building-minded radio-TV broadcasters and other industrial groups.

Broadcasters still may self-authorize per project and per quarter: 25 tons of carbon steel (including structural), 5000 pounds of copper and 4,000 pounds of aluminum.

NPA also held out hope for increased steel allotments early next year for civilian goods products, but did not specify whether set-makers would benefit [B•T, Oct. 6].

## 72-76 mc Notice

BECAUSE of extensive interest in FCC proposals to limit interference potential of fixed stations (non-broadcast) in the 72-76 mc band, the Commission has postponed until Dec. 22 the deadline for filing of comments. The proposals, issued Sept. 3, would require operational fixed stations and fixed stations in the domestic fixed public service to prevent interference to TV stations on Chs. 4 and 5 [B•T, Sept. 8].



XUM

# IN JUST ONE YEAR

## UNDER STORER MANAGEMENT —

# KEYL

## BECAME SAN ANTONIO'S NO. 1 TV STATION

*anyway you check it; —*

KEYL HAS **MORE** AUDIENCE *

KEYL HAS **MORE** PROGRAMS IN THE PUBLIC INTEREST

KEYL HAS **MORE** BILLING

KEYL DOES **MORE** MERCHANDISING

* August Pulse

YOUR **KEY** TO MORE SALES ON TV KEYL

A STORER STATION

CHANNEL **5** IN SAN ANTONIO

REPRESENTED BY KATZ

NATIONAL SALES HEADQUARTERS, 488 MADISON AVE. N. Y.

TOM HARKER, V. P., NATIONAL SALES DIRECTOR

## Political Till Mounts for Radio-TV

*(Continued from page 23)*

ported only $9,000 in contributions as of Aug. 31, with $5,000 of that sum donated by Gov. Stevenson. A later report also will be given in a subsequent issue. The Democratic Senatorial Committee showed donations of $3,000 by Lehman Bros., New York, and $2,000 by Marshall Field.

Lehman Bros., a New York stock firm, reportedly had disseminated some 500 copies of the GOP "blitz" plan before the volunteers group "revealed" it to the press. Ted Bates & Co., through Rosser Reeves, creative executive, had announced the plan publicly weeks in advance.

Among contributors to the Republican Congressional Committee were Arthur Godfrey ($2,500) and Henry R. Luce ($2,000). Mr. Luce also contributed $3,000 to the GOP Senatorial Committee.

Listed among contributors to the Citizens for Eisenhower-Nixon organizations are: A. C. Nielsen, A. C. Nielsen Co., $500; T. L. Bates, $1,000; William C. Esty, William C. Esty Co., $1,000; Sigurd Larmon, Young & Rubicam, $1,000; William S. Paley, CBS board chairman, $3,000; Mrs. Oveta C. Hobby, KPRC-AM-FM-TV Houston, $100. Contributing to the Stevenson-Sparkman Forum Committee was H. Leslie Atlass, CBS Central Div. vice president, with the sum of $5,000.

Confirmation of the huge network timebuys by both parties also was given in the House reports as the campaign drew to a close.

### Democratic Spending

The Democratic National Committee reported disbursements of $943,260.88 and contributions of $870,087.66 from Sept. 1 to Oct. 23. The committee paid out these sums:

To CBS—$1,233, $10,865.80 and $36,530.00 listed as broadcasts; to MBS—$14,091.84 for expenses of a broadcast Sept. 15; to ABC—$22,847.78 for broadcasting; to Joseph Katz Co.—$50,529.55 for newspaper ads in connection with program on CBS Radio and ABC-TV Oct. 3, $52,670.80 for ads with program on CBS-TV and CBS Radio Oct. 7 (including cable charges), $47,144.80 for ads with programs on CBS Radio, $1,275.15 (advance payment) for program on DuMont TV Oct. 9, $23,388.60 for ads with programs Sept. 8 through Sept. 24, $6,298.19 for ABC radio Oct. 9; to Audio-Video Recordings—$10.41; to Joint Senate-House Recording Facilities—$343.91 for recordings. Unpaid obligation was shown for Joseph Katz Co. ($7,969.17).

GOP National Committee reported expenditures of $2,086,921 and contributions of $2,464,174 during that period. Among disbursements:

To Kudner Inc.—$36,017.62, $87,447.20, $140,082.50, $27,853, $53,386, $60,673, $57,041, $74,889.10, $24,000, all for radio and TV broadcasting; to Western Recorders, Hollywood—$168.39; Lewiston-Auburn Broadcasting Corp., Lewiston, Me.—$45.50 and $21; to NBC Washington—$26.32 for transcriptions; to WRDO Augusta, Me.—$256.30; to Radio City Sales & Servicing, Lewiston, Me.—$105; Audio-Video Productions, Washington, D. C.—$99.40; MBS New York—$9.75 for transcriptions; Royalty Recording, Hollywood—$69.87 for transcriptions; to KWBM Williston, N. D.—$45.50 for transcriptions; to WMAL-AM-FM-TV Washington—$15 for TV service; to Radio Reports, New York—$41.47.

The Republican Congressional Committee also reported disbursements of $528,827 and donations of $512,587. Disbursements included:

To Kudner Inc.—$27,850, $15,812.50, $22,200, $15,812.50, $11,667, all for radio-TV broadcasting; to Audio-Video Productions—$35.13, $1,287.79, $10,063.58 and $2,656.18, for slide films and radio; to Joint Senate-House Recording Facility—$9 for platter service and $27 for slide film.

The GOP Senatorial Committee reported additional payments of $27,852 to Kudner for a Nixon broadcast; of $3,500 for organization work on the campaign of Prescott Bush, Senatorial candidate in Connecticut and CBS minority stockholder, and of $15,000 for the Herbert Hoover Broadcast fund. Mr. Hoover spoke Oct. 18. This group spent $226,352 as against $198,667 in receipts.

### GOP Money

Citizens for Eisenhower paid out to Ted Bates & Co. $10,000 on Sept. 24, $5,000 on Sept. 30 and another $5,000 on Oct. 7—all for the controversial GOP radio-TV spot campaign. Other expenditures: Harry Frost Advertising, $12,500; BBDO, $44,000 and $87,500, for radio-TV broadcasting; John Gilbert Craig Adv. Agency, Wilmington, Del., $3,000; Curt Freiburger & Co., Denver, $4,400 and $1,100; Kudner Inc., $674.75 and $74,000; ABC, $3,000; Movietonews Inc., $27.81.

The Stevenson-Sparkman Forum group reported an unpaid obligation of $8,880 to Joseph Katz Co. for advertisements and extensive production costs related to radio-TV broadcasting as of Oct. 22. Among its disbursements were these:

To Joseph Katz Co.—$56,179.80, $55,000, $70,000, and $4,000 (for newspaper ads, radio TV broadcasting); to NBC—$10,910.50, for radio.

The CIO Political Action Committee reported total contributions and distribution of literature of $222,339.73. It listed among expenses recording done by Westinghouse Radio Stations Inc. totaling $17.50 and work on TV films by Henry J. Kaufman & Assoc., Washington, D. C., amounting to $1,845.64. Contributions included $4,261 from the Communications Workers of America and $1,000 from the International Union of Electrical Workers.

James C. Petrillo, AFM president, donated $100 to the Labor's League for Political Education, which also cited an expense of $150 for a political broadcast, with work handled by Leon Loeb & Co.

Commenting on financial problems, President Truman exhorted fellow workers to "fight hard" and reflected that "today, as four years ago, our opposition has unlimited campaign funds while we Democrats never know from one day to the next whether we can pay for another radio and television broadcast for Gov. Stevenson."

Mr. Strong of the GOP District Club had a different version. He asserted the Democrats' complaint over money "doesn't mesh with the radio and television time they are buying."

This financial plight has produced some embarrassing incidents for both parties during the campaign.

The Republicans were forced to cancel one network commitment when they failed to come up with $65,000 for an Eisenhower talk on the West Coast in September. Nevertheless, they had to shell out $12,000 to a network in this instance, according to a Kudner Agency executive.

When President Truman spoke in Providence, a local Democratic group reserved time for radio coverage on WPJB. When the group failed to come up with funds, it implored the station to carry the address as public service. When WPJB declined, the committee reportedly prevailed on three other local stations to do so. WPJB also reportedly carried the talk. As a result, all stations were besieged with requests by GOP and other groups for equal time.

### Windup on Radio-TV

There were few 11th-hour timebuys by the rival political camps. The Democratic National Committee bought time on NBC radio-TV, 9:30-10 p.m., for a Stevenson radio address at the Academy of Music in Brooklyn last Friday. It also lined up a last-minute "fireside" chat for the Governor for Monday (this) morning on NBC-TV at 11 a.m. from Springfield, Ill.

Both candidates were active on radio and television last week, a highlight being the Madison Square Garden rally for Gov. Stevenson last Tuesday on DuMont TV, 10-11 p.m., and on NBC-TV, NBC radio and CBS Radio, 10:30-11 p.m. He also spoke in Chicago Nov. 1. Hollywood stars joined in the Stevenson Garden reception.

Gen. Eisenhower was featured on simulcasts from Oct. 28 through Oct. 30, successively, and again on Nov. 1. Stars of stage, film and TV also joined in his rally at the Garden last Thursday.

The big avalanche comes off this evening, of course, with pre-election appeals to the electorate, and tomorrow when election returns will dominate the airwaves.

Gen. Eisenhower closes with Sen. Nixon in Boston with a rally starting at 10 p.m. on combined ABC and NBC radio-TV networks and culminating with a full hour from 11 p.m. to 12 midnight on all major networks. Gov. Stevenson wraps up his campaign in Chicago with an address at 10:30 p.m. on all major networks. Vice President Alben Barkley also will speak from St. Louis, President Truman from Kansas City, and Sen. John Sparkman (D-Ala.) from Chicago.

In other developments last week:

● **The Federation of Women's Republican Clubs of New York State scheduled a quarter-hour "Get Out the Vote" broadcast on 14 radio stations in the state this evening (Monday), while the New York Republican State Committee reported a series of last minute programs on varying radio and TV station lineups within the state.**

● **Sen. Hubert Humphrey (D-Minn.) urged a change in campaign procedures, suggesting it might be "feasible for the government to make . . . radio and TV time available to all bona fide candidates on an equal basis."**

● **Nathan Straus, WMCA New York, deputy chairman of the National Democratic Finance Committee, arranged a luncheon for Monday to raise funds for a Stevenson radio-TV appearance.**

● **Sen. Wayne Morse (R-Ore.), who resigned from the Republican party, spoke last Tuesday over WBKB (TV) Chicago, on a statewide radio network from Peoria, Ill., and on NBC last Thursday from Milwaukee.**

● **National Republican Congressional Committee made two time purchases under which Gen. Eisenhower was seen presiding over two panels of governors at the same time on CBS-TV stations last Wednesday (10-10:45 p.m. EST). He conducted one panel of 25 GOP governors in a broadcast originating in a CBS-TV studio in New York. While this telecast was sent to most sections of the country, affiliates in about a dozen southern states were fed, from WTOP-TV Washington, a film of the nominee and the governors of South Carolina, Louisiana, Texas.**

● **DuMont's WABD (TV) New York meanwhile reported Citizens for Eisenhower had purchased "a heavy series" of one-minute and 20-second spot announcements on the station.**

## POLITICS & TV

### Discussed in Nov. 'Harper's'

NUMBER of voters going to the polls tomorrow (Tuesday) will be a better measure of the effect of TV on the 1952 Presidential election than the victory of either candidate, Bruce Bliven concludes in an article, "Politics and TV," in the November issue of *Harper's Magazine*.

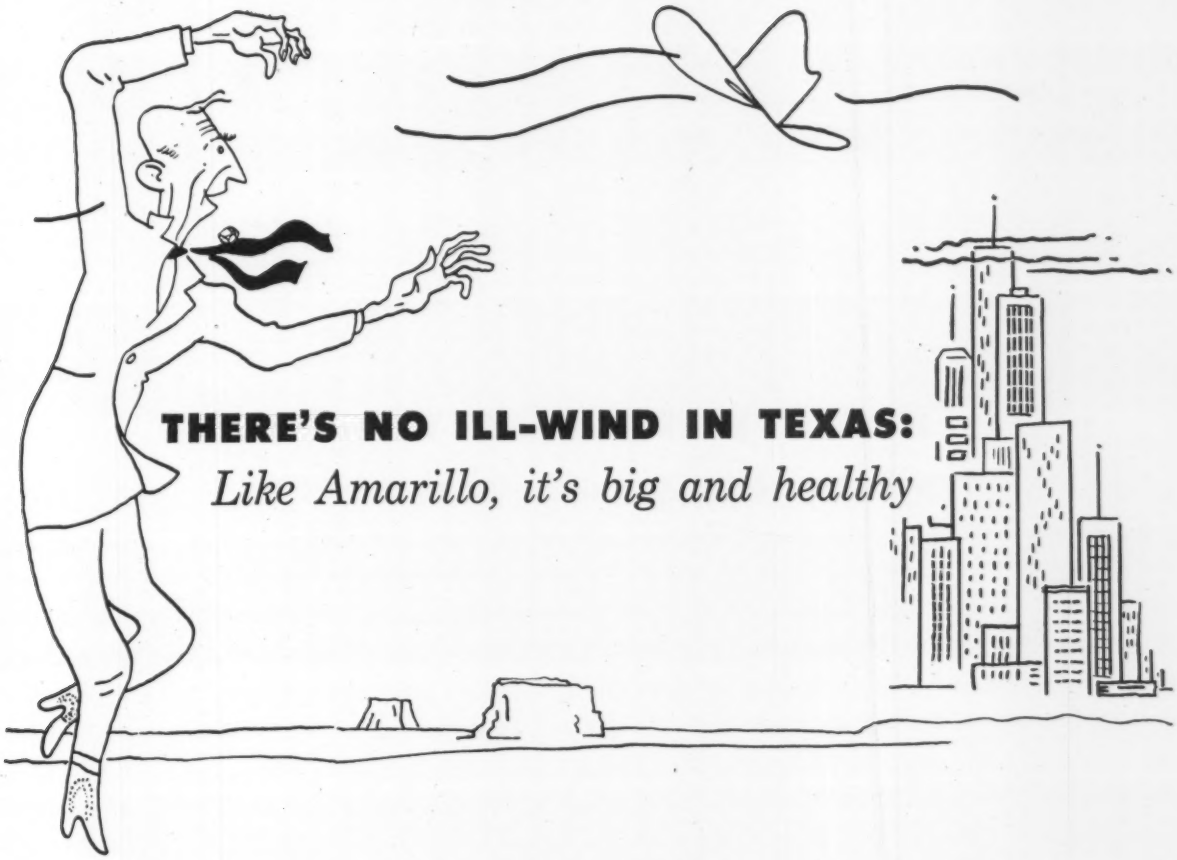
Reviewing the introduction of television into politics on a national scale this year and its role before, during and after the convention, Mr. Bliven writes:

**The claims made for television as the cure for all that is wrong in our politics are obviously too sweeping to be true. Those of us who are middle-aged (a phrase used to describe himself by everyone who is less than a hundred) remember how radio was supposed to reform our political life. Before that, it was woman's suffrage and still earlier, the secret ballot, the direct primary, and the initiative, referendum, and recall. None of these things, nor the combination of all of them, has prevented the continuance of corruption, boss rule, and demagoguery.**

**We shall know better before long whether television has reformed politics as much as predicted, or at all. The answer will not come in the outcome of the election; both political parties used television in about the same way, and anyhow, many factors enter into a victory. It will come when we learn what proportion of the eligible voters went to the polls this year. In the past few elections about 50% of those entitled to vote have bothered to do so. Conceding that television has brought politics closer to most of the set-owners, it is still possible that they may regard it as purely a spectator sport, or may feel that merely by viewing the candidates and their friends they have accomplished something. Not unless it can pry televiewers in large numbers out of their easy chair and down to the polling place on the corner can television get credit for any sort of effective political miracle.**



XUM



# THERE'S NO ILL-WIND IN TEXAS:

## *Like Amarillo, it's big and healthy*

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot iron pole. If the chain and block are blown parallel to the ground, it's too windy to work. There isn't much need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Citizens of Amarillo, in common with most other Texans, have a fondness for tall tales. Actually, the biggest wind on record was a 75-mile-an-hour gale. Cotton John, KGNC's farm editor, says it disrobed a young lady crossing Polk Street at Sixth (our Broadway and 42nd). She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of calico. Cotton John's got a piece of sand to prove it.

Cotton John also has a passel of surveys which prove he and KGNC have a loyal following of farmers and ranchers. Because he was born and raised on a Texas farm and knows about 80% of the farmers in the Panhandle by name, he is personally familiar with their problems. His early morning and early afternoon farm, weather, and market broadcasts provide information for farmers and ranchers throughout Amarillo's trading area. The programs typify the way KGNC serves its wealthy agricultural and industrial market.

The market is well worth the attention of an advertiser interested in business, well covered day and night by KGNC's 10,000 watts of power. For further information, please check with our national reps.

**• 710 KC • 10,000 Watts • Represented Nationally by the O. L. Taylor Company**

## Station Coverage

*(Continued from page 27)*

key states for mutual exchange of late news, and said the Amateur Radio Relay League, a "ham" radio operators' network covering 400 county seats, and the New York State Civil Defense amateur radio service also would be funneling local returns to WNYC. As in the past, the WNYC-AM-FM coverage was made available to other radio and also TV stations.

WNJR Newark scheduled an "election night party" to start at 8:30 p.m. and last at least until 1 a.m. The program is to be broadcast from the *Newark News* city room, under sponsorship of Howard H. Miller, oil distributor. WNJR News Editor Tom Costigan, staff newsmen. and *Newark News* reporters will cooperate in presenting late news, interviews, and analyses.

### Philadelphia Planning

WFIL-AM-TV Philadelphia, to make voting easier, will send newscaster Shelly Gross to polls in the WFIL mobile unit to report on the flow of voters, with the station interrupting regular programs for election news. Voting returns will be handled by John Corcoran for TV and Chuck Harrison for radio, with a special newsroom to handle returns and a direct line to the Philadelphia *Inquirer*. WFIL will feed returns to the Quaker Network for Pennsylvania, New Jersey and Delaware.

WIP Philadelphia will begin airing returns at 7 p.m. election day with Fulton Lewis jr. Program Director Murray Arnold reports a staff of 35 persons will cover the election. The station will run special lines to headquarters of both parties.

KYW Philadelphia, will focus coverage on the city and tri-state area of Pennsylvania, New Jersey and Delaware. Local returns will be aired in five-minute segments before the half hour starting at 8:25 p.m., with station cutting away from NBC. KYW correspondents will be stationed at key points in city. Station will maintain dual hookup with sister outlet, KDKA Pittsburgh. Election reporting is under supervision of Jim Gantz, news editor, and Fred Harper, producer in charge of coverage. Newsmen include John Raleigh, John Franklin, Paul Taylor and Hal Woodard.

WCAU-AM-TV Philadelphia reports radio news director Charles Shaw will air news flashes and election returns, with Alan Scott reporting for TV viewers. A staff of 25 will back the airings and the station will cut into network newscasts twice hourly to give returns on local, Pennsylvania, New Jersey, Delaware and Maryland balloting. Newscasters will be stationed in Harrisburg, Wilkes-Barre, Pittsburgh, Newark and Wilmington, Del., and facilities of the Philadelphia *Bulletin* and City Editors Election Service will be available.

Philadelphia's WPTZ (TV) will telecast news on two five-minute station breaks every hour, with George Skinner handling local returns and Norman Brooks and Dr. Edgar B. Cale assisting with background material. Tally boards and maps for states, Congressional districts and counties will be televised. A staff of 50 will be used.

WPEN Philadelphia will begin airing returns at 8 p.m., cutting regular programs for latest election news. Jules Rind will head the station's coverage, to include tape recordings of telephoned interviews with candidates and political figures of both parties.

Election coverage for WIBG Philadelphia will be handled by Doug Arthur, Rube Werling, Roy Walton, Tom Donahue, Bob Knox and Toni Bourg, with broadcasts to include street interviews. Direct wires will connect the Philadelphia *Daily News* with parties' headquarters.

### Pittsburgh Sponsors

In Pittsburgh, KQV has lined up sponsors for full election coverage. J. A. Williams Co. (Duotherm heaters wholesale distributor) has signed to sponsor local returns and is plugging the broadcasts with spots. Sealtest has bought a spot package for election night and Levinson Steel backed a weekend campaign urging citizens to vote. KQV also will carry MBS national returns.

In New York, WENE Binghamton will air returns direct from the Binghamton *Sun* offices, and from headquarters of the two parties. Program director Hal Graves will spark the operation from GOP headquarters, with *Daily Bulletin* reporter Martha Doyle interviewing guests. WENE news editor Hal Hancock and assistant Bob Maas will report local returns from the *Sun* offices and the station's sales manager, Norm Flynn, and announcer Tom Rowley will handle interviews at Democratic headquarters. Station manager Stephen W. Ryder will edit UP regional material for announcer Peter Ellis. Endicott National Bank will sponsor twice-hourly local returns.

### WGY Preparations

At Schenectady, WGY has established wire lines in Albany, Schenectady and Pittsfield, Mass., according to Albert G. Zink, programs manager. Senior announcer Howard Tupper will broadcast from the Albany *Times-Union*. Bill Carpenter will be at the Schenectady *Union Star* and Bill Bradley will be at Pittsfield. Telephone reports will be made from 20 other counties in cooperation with area newspapers. WGY also will feed results to WRGB (TV) at alternate half-hours with its twice-hourly radio reports.

WPTR Albany has mobilized its staff for coverage beginning at 7 p.m., with a staff of more than 30, and pickups scheduled from six remote points in the Albany - Schenectady - Troy area. Cooperating with WPTR to bring coverage of other areas will be WBEN Buffalo, WNYC New York, WAGE Syracuse, WRUN Utica and others. News commentator Leo W. O'Brien will analyze INS returns every hour from New York City. WPTR news editor Roger Stevens will direct integration of returns from the six remote points and several metropolitan areas. Coverage will extend into Wednesday morning.

WGMS - AM - FM Washington plans FM airing of AP reports from 7 to 11 p.m. and direct broadcasts from the *New York Times* radio room from 11 p.m. through the night. Special features will include actual recorded voices of every President and his election opponent from Grover Cleveland to President Truman, plus excerpts from the writings of Abraham Lincoln and Thomas Jefferson. WGMS-AM will duplicate the special broadcast beginning at 4 a.m. Wednesday.

WMAR-TV Baltimore, Md., plans an innovation in TV coverage election night. It will cut in to the city's Stanley Theatre every half-hour for a five-minute segment. Election night schedule gets underway at 8 p.m. with switch to CBS-TV at 9 p.m. Gunther Brewing Co. will sponsor local coverage through Biow Co. Reporting will be handled by David Sickle, news director, and Ernest V. Baugh Jr., Baltimore Sunpapers analyst. Cartoonist "Moko" Yardley will provide humorous sidelights.

WAAM (TV) Baltimore will begin special election features at 7 p.m. Tuesday with the commentary program of Gerald W. Johnson; at 7:15, WAAM commentators will be introduced and visual devices for election coverage will be demonstrated, with a WAAM-produced film to show "Election Trends in Maryland, 1916-1952." Election returns will begin at 8 p.m., with Baltimore and Maryland reports, and starting at 8:25, five-minute reports will be given until all results are complete. American Oil Co. will sponsor local segments, which will supplement ABC national returns and other material by ABC-TV.

WTIC Hartford begins election coverage at 7 p.m., with 370 workers reporting from all Connecticut's 169 towns, and Hartford's 60 polling places. At WTIC studios 90 of the workers will be on hand to compile returns. Remote pickups are planned from candidates' homes and party headquarters. INS, the AP and the New York *Herald Tribune* will use WTIC facilities and information. State-wide reports will be sponsored by Travelers Insurance Cos. When state votes are counted, WTIC will join NBC for national returns.

In the Midwest, Chicago stations which completed elaborate plans for election coverage included WBKB (TV) WGN-AM-TV WNBQ (TV) WMAQ WENR-TV WBBM WIND and WLS.

WBKB (TV) in that city plans complete local coverage there at Springfield, and also will air full CBS-TV reports. Ulmer Turner, news editor, and Frank Reynolds, announcer, will handle local cutins, to be sponsored by Nelson Bros. Furniture Store, Wieboldt's

*(Continued on page 38)*

**OFFICIALS of Ashland Oil & Refining Co. talking to Sports Director J. B. Faulconer (r), WLAP Lexington, Ky., sportscaster for Ashland Aetna Oil Sports Network, at reception given Kentucky Broadcasters Assn. at the group's fall meeting Oct. 13-14 at Ashland, are (l to r) Everett F. Wells, vice president; F. W. Munro, advertising manager, and P. G. Blazer, board chairman.**

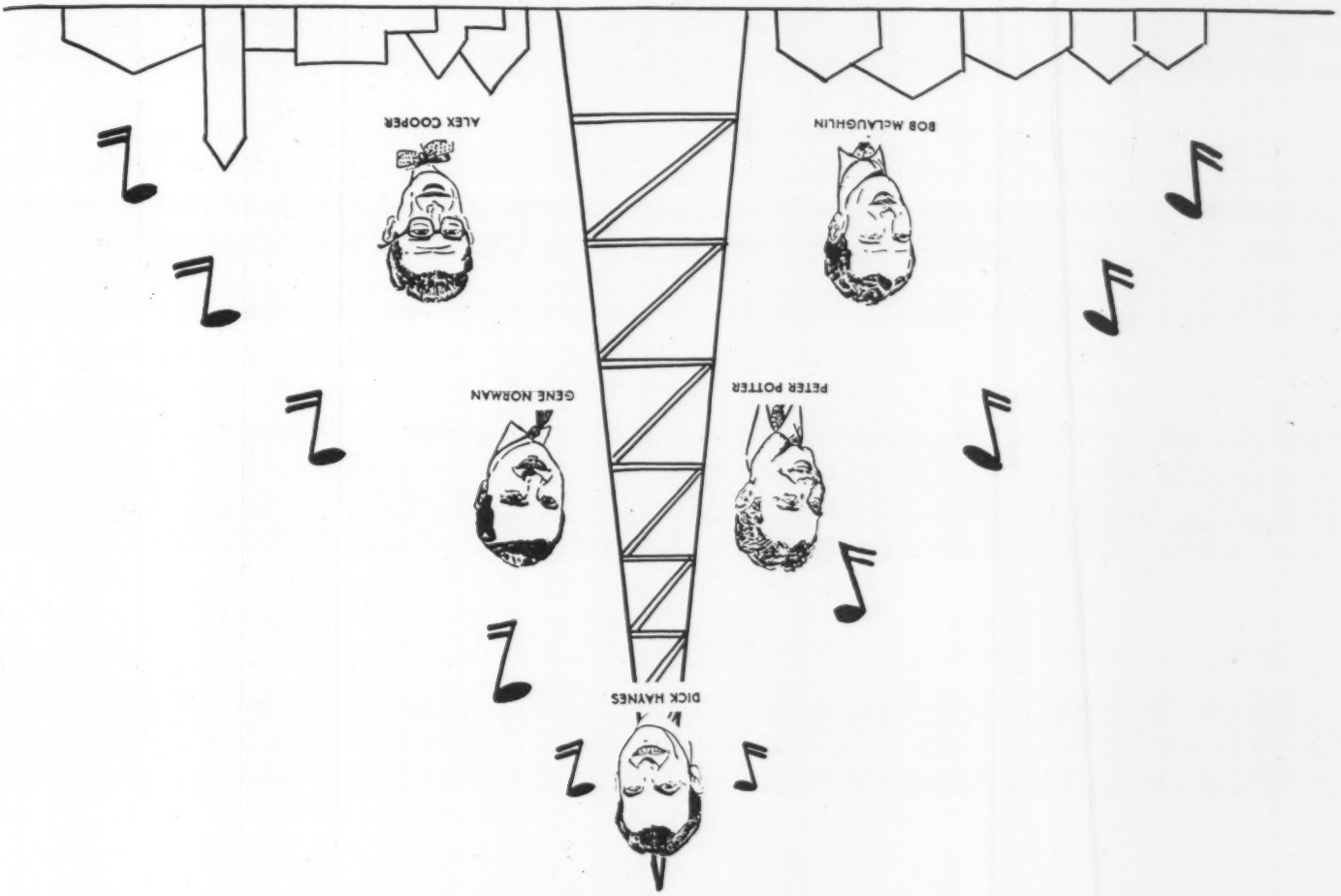
## Mammoth Square Dance

FIFTEEN states will send more than 6,000 dancers to the third annual International Square Dance Festival in Chicago Nov. 8. Sponsors are WLS Chicago and *Prairie Farmer*, in cooperation with the Chicago Park District and the Chicago Area Callers Assn. The festival is a station promotion and public service.



XUM

# KLAC HAS TURNED SO. CALIF. RADIO UPSIDE DOWN!




**FOR *THE FIRST TIME* IN THE HISTORY OF LOS ANGELES RADIO — AN INDEPENDENT STATION, KLAC DELIVERS MORE *TOTAL AUDIENCE* THAN TWO OF THE LARGEST NETWORK STATIONS.**

**HOOPER *RADIO* AUDIENCE INDEX**

SEPTEMBER, 1952

SHARE OF *RADIO* AUDIENCE

| | SETS | IND·5 | NET·4 | IND·4 | NET·2 | IND·3 | NET·3 | KLAC | IND·2 | NET·1 | IND·6 | IND·7 | OTH· |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL* RATED TIME PERIODS | 9.9 | 3.0† | 8.6 | 5.8 | 16.2 | 4.2 | 11.6 | 14.6 | 5.7 | 21.5 | 1.1 | 2.1 | 6.1 |

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

† The above measurements are adjusted to compensate for the fact that Radio Station KBIG signs off at 7:00 PM in September.

## Station Coverage of Election

*(Continued from page 36)*

Dept. Store and Household Finance Corp. Station expects to be on the air from 7 p.m. until all results are in.

The NBC radio outlet, WMAQ, will begin newscasts at 7 p.m., with its sister station, WNBQ (TV), to start with a roundup at 8. Newsmen will include Clifton Utley, Alex Drier, Len O'Connor, Jim Hurlbut and Jack Angell on the air, with leg men under Bill Ray, news and special events chief.

WMAQ will cut in with local information five minutes every half-hour, while WNBQ will air five minutes of video news 10 and 40 minutes past each hour through evening and morning. Both will feed the networks.

News at WGN-AM-TV will be supplied by the stations' own staffs as well as by the Chicago *Tribune*, Chicagoland Newsreel, Mutual, DuMont Network and CBS-TV. WGN's special features crew will be spotted throughout the city and state. Carl J. Meyers, engineering director, has supervised preparation of a special news center.

Programming, headed by Bruce Dennis, WGN program director, will feature Robert Hurleigh, WGN news director, and Bruce MacFarlane, Holland Engle, Leslie Nichols, Spencer Allen and Stephen Fentress. TV reports will be sponsored by Westinghouse, with AM news paid for by Chevrolet Div. of General Motors and Chevrolet Dealers of America, network-wise. The Chicago *Tribune* will sponsor local portions.

Admiral Corp. has bought local coverage on WENR-AM-TV (ABC). ABC Chicago will begin feeding its reports at 7 p.m. Con O'Dea, director of news and special events, will supervise news. Commentators will include Austin Kiplinger and Paul Harvey.

WBBM (CBS) Chicago men will cover candidates' headquarters in Chicago and Illinois, and other key Midwest areas, such as Wisconsin and Michigan. Julian Bentley is news director. Chuck Wiley, special events director, will head a crew in Springfield and others in Morris and Dixon. Newscaster John Harrington will handle most air work, aided by Fahey Flynn, Joe Foss and Larry Alexander.

WIND, 24-hour independent, will headquarter at the Chicago *Daily News*. News Director Jim Dale will broadcast from there. Newscasters will include Jack Quinlan, Bud Campbell, Tom Pickering and Bill Guthrie.

Ervin Lewis, news editor at WLS Chicago, and Bob Lyle will handle the bulk of the work there. Stationing remote crews at Democratic and GOP Chicago headquarters, WLS, which shares time with WENR, expects to carry full ABC network coverage.

Twelve commentators and newsmen will provide latest developments at all levels for WLW Cincinnati. They will broadcast directly from Indianapolis, Louisville and Charles P. Taft Headquarters in Cincinnati. Newsmen include Peter Grant, Dallas Deweese, William Hassler, Joseph Sagmaster, John Baker, Glen Wilson, Alan Stour, Dick Bruce, Dick Witty, Jim Bruce, Barry Lake and Howard Chamberlain.

On the West Coast, KPIX (TV) San Francisco is planning coverage of returns from nine counties in the Bay Area. Pre-election telecast from Hollywood by CBS-TV for an hour will start at 5 p.m., plus a quarter-hour of national coverage beginning at 6 p.m., before CBS-TV begins feeding from New York and Hollywood alternately at 6:15 in 20- and 15-minute telecasts, respectively. William Winter, KPIX news analyst, and Sanford Spillman, program and news director, will head election programming, with Frank Schiro, promotion director, assisting. Local coverage will be backed by a KPIX film team coursing through the city, recording interesting events. Political notables also will appear before KPIX cameras.

### AFRS to Overseas

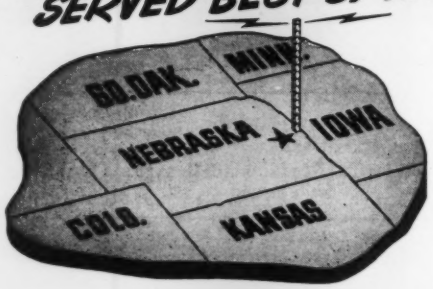
Overseas, servicemen will get election returns from 50 specialists of Armed Forces Radio Service, Los Angeles, in a 13½-hour broadcast from 5 p.m. Tuesday to 6:30 a.m. Wednesday, according to Col. William M. Wright Jr., officer in charge. He said AFRS tabulated returns will be interspersed with election programs from the networks.

KSFO San Francisco, independent sister outlet of KPIX, will join forces with the *San Francisco News* for complete national and local coverage, according to Alan Torbet, general manager. Newspaper will provide latest returns, even from correspondents in field. KSFO plans to start coverage at 5 p.m. Regular programming will be interrupted frequently for bulletins. KSFO program director Bob Hansen will head up the news crew, including Bob Colvig and Herb Kennedy.


Another BLUE RIBBON Achievement!

KFAB's Midwest Empire has earned a BLUE RIBBON in recognition of almost a billion dollar corn crop this year! Taking part in this achievement is KFAB . . . serving more hybird corn advertisers than any other station in this area— THREE TIMES AS MANY. For years KFAB has been the achievement station for the farm advertiser. Regardless of what you have to sell to farmers, you can achieve "bumper crop" results, too! Write Harry Burke, General Manager; or, contact your nearest Free & Peters man.

THE MIDWEST-EMPIRE SERVED BEST BY KFAB

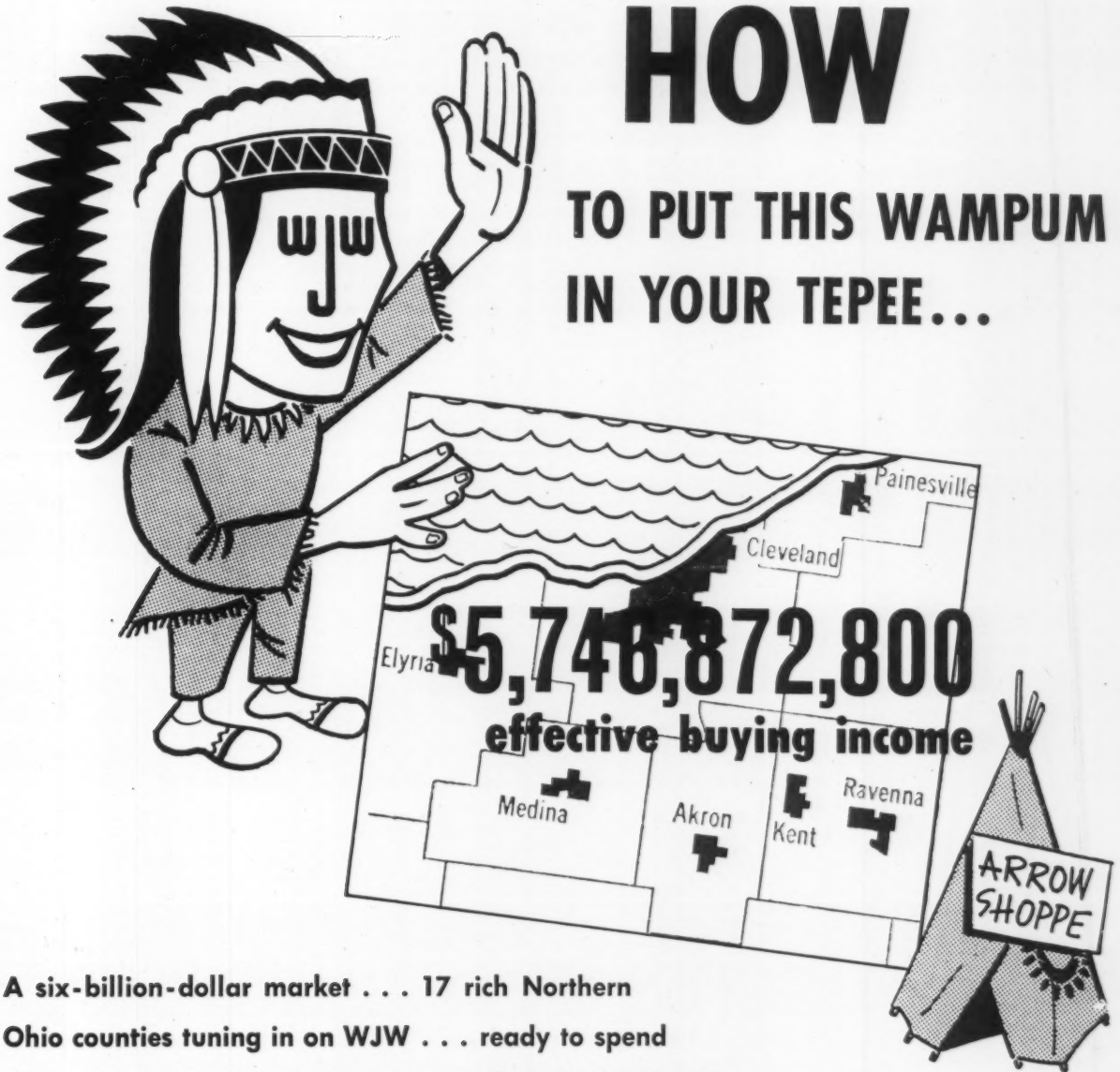


## Brewer Names W & G

TERRE Haute Brewing Co., Terre Haute, Ind., has named Weiss & Geller, Chicago, to handle advertising on its Champagne Velvet beer and 76 Ale effective Jan. 15. Radio and TV are expected to be used. Account executive is Eugene Cooper.

# HOW

## TO PUT THIS WAMPUM IN YOUR TEPEE...




**A six-billion-dollar market . . . 17 rich Northern Ohio counties tuning in on WJW . . . ready to spend their money on the products you tell them about. Let Cleveland's CHIEF Station Sell Ohio's Chief Market for You!**

## AIM YOUR SALES STORY THROUGH WJW

- Greater Cleveland's strongest signal
- Best local programs
- Favorite network shows
- Sales-minded merchandising

# WJW

CLEVELAND'S *Chief* STATION

**5000 WATTS** — **BASIC ABC**

WJW BUILDING — CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

# JONES WINS SUIT

## *Is Awarded $300,000*

AWARD of $300,000 was made to Duane Jones, President of Duane Jones & Co., New York, by an 11-man jury in New York County Supreme Court Tuesday in his conspiracy suit against nine former employes and Frank G. Burke, treasurer of the Manhattan Soap Co.

Exempted from the damages award was one of the nine former workers, Donald Gill, now with Scheideler, Beck & Werner, and the Manhattan Soap Co.

In a statement following the announcement of the award by Judge Dennis O'Leary Cohalan, Mr. Jones noted that this was the first time in the history of advertising that a verdict of damages had been won for "pirating of agency accounts and personnel" by executives and employes.

"The significance of this one," Mr. Jones declared, "is that hereafter officers and employes of any advertising agency, or other service organization, will think twice before stealing the top accounts to start a business of their own."

Neil P. Cullom, counsel for the defendants, made a motion immediately after the verdict announcement to set it aside on the grounds it was "excessive." Thomas Boyle, counsel for Mr. Jones, asked that Manhattan Soap Co. and Mr. Gill be included in the verdict. It was explained that this step was taken better to assure the collectibility of the damages.

Commenting on the verdict, Mr. Cullom issued the following statement Wednesday:

Because we had expected complete exoneration, we are more than surprised by the verdict. The facts, fully and competently reported . . . in advertising publications, make the true picture of our case clear to anyone who is familiar with the advertising agency business.

It is our intention to press the issue to final legal conclusion, which necessarily is sometime in the future.

Mr. Jones' announcement claiming the jury's verdict and the judge's award is erroneous. Judge Cohalan has reserved his decision on all aspects of the case until Nov. 14.

Mr. Cullom's latter remarks referred to his motion to set aside the verdict on which Judge Cohalan reserved decision.

Defendants named in the verdict are: Joseph Scheideler, Paul Werner, Philip Brooks, Lawrence Hubbard, Eugene Hulshizer, Joseph Beck, and Robert Hughes, all at present with Scheideler, Beck & Werner; Robert Hayes, now with Doherty, Clifford, Steers & Shenfield and Mr. Burke.

The conflict between Mr. Jones and his employees began on July 3, 1951, according to his attorneys, who claimed the group handed him an ultimatum to resign by July 5 or they would walk out, taking their accounts with them. Mr. Burke was accused by Mr. Jones of "masterminding and directing the conspiracy that resulted in loss of personnel and accounts to the new SB&W agency." The Manhattan Soap Co., at that time, was one of the principal accounts of the Jones agency.

Mr. Jones, his attorneys claimed, refused to accede to his employes' demands and filed suit for $4,500,000 against the group, Manhattan Soap Co., and Mr. Burke.

The trial began Oct. 8, during which time Mr. Jones lowered his damage demands to $2 million, withdrawing one cause of action seeking $1½ million for alleged slander. Another was shifted on technical grounds to Equity Court.

During the course of the trial Mr. Cullom sought to develop the line of attack that Mr. Jones, through dissipation and inattentiveness to business, had lost many accounts, including Manhattan Soap. He asserted that the defense had to prove that Mr. Burke directed the alleged conspiracy and he sought to bring out by questioning of both defense and prosecution witnesses that this contention was not established and not proved.

Milton Pollack, an associate of Mr. Boyle, who served as trial counsel, paraded witness after witness on the stand, including Mr. Jones, to bolster his assertion that the new 71-man SB&W agency and its 10 accounts could not develop without conspiracy.

Following the verdict, Mr. Jones said he would not seek, through the courts, an accounting of the profits of SB&W on the accounts he claims that agency took from him. According to Mr. Jones these include: Manhattan Soap Co., Wesson Oil and Snowdrift Sales Co., G. F. Heublein & Bros., International Salt Co., The Borden Co., McIlhenny Corp., and Marlin Firearms Co.

In a separate legal action, the nine former employes of the Jones Agency on June 4 last filed a $13,150,000 slander suit against Mr. Jones [B•T, July 14].

## JUDGES CHOSEN

### *For Voice of Democracy*

NATIONAL judges for the sixth annual Voice of Democracy Contest for high school students were announced last week by Robert K. Richards, national chairman of the committee and NARTB assistant to the president-public affairs director.

Associate Justice Tom C. Clark, U. S. Supreme Court, again will serve as honorary chairman of the contest committee.

**National contest judges will be Dr. Ralph Bunche, director, Dept. of Trusteeship, United Nations; Joseph Johnson, president, Carnegie Endowment for International Peace; Charles Kuralt, a winner in the 1948-'49 contest; Theodore S. Repplier, president, Advertising Council; Dr. Susan B. Riley, president, American Assn. of University Women; John D. Rockefeller III; Anna Rosenberg, Assistant Secretary of Defense; Eric Sevareid, CBS news analyst; FCC Chairman Paul A. Walker; Judith Waller, NBC director of education.**

The contest is endorsed by the U. S. Office of Education and approved by the National Assn. of Secondary School Principals. Cooperating in sponsorship are NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

## 'JIVE BY NIGHT'

### WMT Beams Show to Truckers

TRUCK drivers in the WMT Cedar Rapids, Iowa, area will have weather and road condition reports blended with music and news in a new "all night" program.

WMT has arranged a network of strategically located all night truck stops in Iowa, Illinois, Missouri, Minnesota and Wisconsin. Truckers who have weather and road reports, news of accidents and other obstructions, may leave such information at these stops, from where they will be relayed to WMT for general broadcast.

Wally Pearson, former WMT announcer, traded his Air Force uniform for mufti, the same day he took over the program.

**AT PARTY marking third anniversary of Guenther, Brown & Berne Inc., Cincinnati and Dayton ad agency, are (l to r) Wilfred Guenther, agency's president; Glen Moore, general appliance sales manager, Cincinnati District Graybar Electric Co.; Mort Watters, Scripps-Howard Radio vice president and WCPO-TV Cincinnati general manager, and Van Beck, manager, Graybar-Raytheon Television Sales.**

## WCKY Twist

C. H. TOPMILLER, station manager, WCKY Cincinnati, is cooperating with the current BAB promotion to "Use Radio to Sell Radio." Since Oct. 6, WCKY has been using 35 spots weekly (five announcements daily) to boost radio. The station has added a twist of its own which brings in a WCKY advertiser or prospect. Typical of the spots is this one: "Here's a word for Mr. George Farr, of Farr's Trade Mart, Reading, Ohio, who gets results with WCKY advertising." A BAB prepared announcement, selected to fit the type of business, follows. Mr. Topmiller and Bob Fleming, WCKY promotion director, report much favorable comment on the personalized series. Campaign is to continue for three months.

## ATKINSON NAMED

### To ABC Radio-TV Co-op Post

PROMOTION of Frank Atkinson, manager of ABC's radio co-op department, to the post of manager of the newly-integrated radio and television co-op department was announced last week by Alfred R. Beckman, ABC national director of radio and television station relations departments.

Mr. Atkinson joined ABC in February 1942 as a member of the sales service department. He was assigned to ABC radio's co-op department in March 1946, following his discharge from the U. S. Army.

Mr. Beckman also announced the promotion of Ross Worthington to assistant manager in charge of television co-ops and James O'Grady to assistant manager in charge of radio co-ops.

## Pulse Extends Service

EXPANSION of Pulse coverage to Kansas City, Louisville, Denver, Salt Lake City and the Quad City group (Davenport, Moline, East Moline and Rock Island) was announced last week by Pulse Director Sydney Roslow. TV reports will be issued for all five markets with radio also reported in Kansas City. Dr. Roslow noted that Pulse now covers 45 TV and 70 radio areas throughout the country.

## C-P-P's Net Income

NET INCOME of Colgate-Palmolive-Peet Co. for the first nine months of 1952 totaled $6,794,000 compared to $3,749,000 for the same period last year, President E. H. Little reported last week. Domestic net sales for the three quarters amounted to $188,990,403 this year as compared to $173,063,030 for the first three quarters in 1951. Third quarter domestic net sales were up from $52,158,164 in 1951 to $65,685,553 in 1952.



XUM

# This is Milwaukee... where WTMJ dominates

## and here's why..

Although Milwaukee is a thriving metropolis, it's a small town in many respects. Milwaukee folks, you see, have an eager interest in both local and state news.

For 36 Years WTMJ has led the field in news broadcasting. WTMJ's news department alone numbers seven full-time newsmen, backed by the active co-operation of The Milwaukee Journal's 40 reporters, plus nearly 300 correspondents throughout Wisconsin.

Full local and state news coverage is one of the reasons why more people in Milwaukee and throughout wealthy Wisconsin listen to WTMJ than any other station.

Your Henry I. Christal representative will welcome the chance to give you all the compelling reasons why WTMJ dominates in Milwaukee and throughout Wisconsin. Why not call him?

# WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC

*Represented by*

**THE HENRY I. CHRISTAL CO.**

New York • Chicago

# OKLA., N. D. HOMES

## 94% and 96.9% Radio—Census

RADIO home saturation in Oklahoma reached a peak in Midwest City, with 99.5% of homes having radios, according to 1950 U. S. Census data just released by the Census Bureau. TV set ownership was relatively small at the time the census was taken in April 1950, there being only 5 million TV sets in the nation compared to around 19 million at this time.

Statewide average of radio homes was 94%, according to the 1950 data, with highest concentration in urban areas.

Census Bureau also announced radio saturation in North Dakota is well above the national level. The bureau found that cities and rural areas alike had unusually high saturation as of April 1950, when the census data were gathered.

North Dakota's radio saturation was found to be 96.9%, compared to 95.6% for the nation as a whole. Two cities reached the exceptional figure of 99%, it was found. In Jamestown 2,950 of 2,970 reporting homes were found to have radio sets, a concentration of 99.3%. In Grand Forks 6,900 of 6,970 homes, 99%, reported radio ownership.

TV ownership was negligible at the time the census data were collected. The state had no TV service of its own and at that time TV circulation was only one-fourth the present figure.

**RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—OKLAHOMA**

| Area | Total population | Total occupied dwelling units | RADIO: Number reporting | RADIO: With Radio 1950 Number | RADIO: With Radio 1950 Per Cent | RADIO: 1940 Radio Homes | TELEVISION: Number reporting | TELEVISION: With TV Number | TELEVISION: With TV Per Cent |
|---|---|---|---|---|---|---|---|---|---|
| The State | 2,233,351 | 663,203 | 649,690 | 610,630 | 94.0 | 405,754 | 646,280 | 17,300 | 2.7 |
| Urban and Rural nonfarm | 1,680,285 | 518,606 | 507,475 | 480,065 | 94.6 | 291,685 | 504,645 | 15,060 | 3.0 |
| Urban | 1,139,481 | 360,692 | 353,740 | 338,685 | 95.7 | 204,412 | 351,815 | 12,155 | 3.5 |
| Urban nonfarm | 540,804 | 157,914 | 153,735 | 141,380 | 92.0 | 87,273 | 152,830 | 2,905 | 1.9 |
| Rural Farm S.M.A. | 553,066 | 144,597 | 142,215 | 130,565 | 91.8 | 114,069 | 141,635 | 2,240 | 1.6 |
| Oklahoma City | 325,352 | 101,924 | 99,885 | 96,455 | 96.6 | 57,392 | 99,405 | 5,965 | 6.0 |
| Oklahoma City Urbanized Area | 275,091 | 87,677 | 86,635 | 83,875 | 96.8 | ..... | 86,180 | 5,315 | 6.2 |
| Tulsa | 251,686 | 78,003 | 76,740 | 73,710 | 96.1 | 44,945 | 76,340 | 3,595 | 4.7 |
| Tulsa Urbanized Area | 206,311 | 65,487 | 64,330 | 62,165 | 96.6 | ..... | 64,060 | 3,030 | 4.7 |
| **URBAN PLACES** | | | | | | | | | |
| Ada | 15,995 | 5,107 | 5,030 | 4,795 | 95.3 | 3,380 | 5,000 | 130 | 2.6 |
| Ardmore | 17,890 | 5,855 | 5,830 | 5,575 | 95.6 | 3,635 | 5,770 | 30 | 0.5 |
| Bartlesville | 19,228 | 6,218 | 6,130 | 6,005 | 98.0 | 4,269 | 6,100 | 125 | 2.0 |
| Chickasha | 15,842 | 5,049 | 4,940 | 4,630 | 93.7 | 3,166 | 4,915 | 145 | 3.0 |
| Duncan | 15,325 | 4,894 | 4,800 | 4,715 | 98.2 | 2,177 | 4,780 | 60 | 1.3 |
| Durant | 10,541 | 3,274 | 3,170 | 3,010 | 95.0 | 2,082 | 3,065 | 5 | 0.2 |
| El Reno | 10,991 | 3,659 | 3,610 | 3,485 | 96.5 | 2,486 | 3,620 | 135 | 3.7 |
| Enid | 36,017 | 11,669 | 11,455 | 11,085 | 96.8 | 7,084 | 11,330 | 365 | 3.2 |
| Guthrie | 10,113 | 3,264 | 3,145 | 2,920 | 92.8 | 2,203 | 3,105 | 80 | 2.6 |
| Lawton | 34,757 | 10,687 | 10,535 | 9,870 | 93.7 | 3,978 | 10,470 | 105 | 1.0 |
| McAlester | 17,878 | 5,121 | 5,005 | 4,725 | 94.4 | 2,599 | 4,990 | 25 | 0.5 |
| Miami | 11,801 | 3,839 | 3,820 | 3,670 | 96.1 | 1,960 | 3,820 | 15 | 0.4 |
| Midwest City | 10,166 | 2,989 | 2,935 | 2,920 | 99.5 | ..... | 2,940 | 225 | 7.7 |
| Muskogee | 37,289 | 12,074 | 11,810 | 11,015 | 93.3 | 6,995 | 11,755 | 190 | 1.6 |
| Norman | 27,006 | 6,373 | 6,230 | 6,095 | 97.8 | 3,007 | 6,215 | 285 | 4.6 |
| Oklahoma City | 243,504 | 78,863 | 77,910 | 75,270 | 96.6 | 49,854 | 77,475 | 4,580 | 5.9 |
| Okmulgee | 18,317 | 5,841 | 5,880 | 5,535 | 94.6 | 3,315 | 5,855 | 120 | 2.0 |
| Ponca City | 20,180 | 6,563 | 6,480 | 6,345 | 97.9 | 4,123 | 6,450 | 80 | 1.2 |
| Sapulpa | 13,031 | 4,119 | 4,080 | 3,880 | 95.1 | 2,667 | 4,065 | 200 | 4.9 |
| Seminole | 11,863 | 3,589 | 3,660 | 3,435 | 93.9 | 2,545 | 3,635 | 50 | 1.4 |
| Shawnee | 22,948 | 7,376 | 7,325 | 6,980 | 95.3 | 5,142 | 7,275 | 230 | 3.2 |
| Stillwater | 20,238 | 4,885 | 4,735 | 4,615 | 97.5 | 2,641 | 4,730 | 115 | 2.4 |
| Tulsa | 182,740 | 58,680 | 57,760 | 55,910 | 96.8 | 35,927 | 57,515 | 2,775 | 4.8 |
| **COUNTIES** | | | | | | | | | |
| Adair | 14,918 | 3,875 | 3,865 | 3,360 | 86.7 | 1,412 | 3,780 | 40 | 1.1 |
| Alfalfa | 10,699 | 3,516 | 3,455 | 3,330 | 94.7 | 3,127 | 3,455 | 55 | 1.6 |
| Atoka | 14,269 | 3,788 | 3,730 | 3,245 | 85.7 | 1,787 | 3,725 | 35 | 0.9 |
| Beaver | 7,411 | 2,245 | 2,170 | 2,035 | 90.6 | 1,578 | 2,180 | 15 | 0.7 |
| Beckham | 21,627 | 6,749 | 6,605 | 6,265 | 92.8 | 3,924 | 6,600 | 50 | 0.8 |
| Blaine | 15,049 | 4,603 | 4,700 | 4,360 | 92.8 | 3,125 | 4,690 | 145 | 3.1 |
| Bryan | 28,999 | 8,361 | 8,245 | 7,630 | 91.3 | 5,643 | 7,805 | 55 | 0.7 |
| Caddo | 34,913 | 9,979 | 9,715 | 8,930 | 89.5 | 6,526 | 9,640 | 215 | 2.2 |
| Canadian | 25,644 | 7,564 | 7,510 | 7,205 | 95.3 | 5,427 | 7,495 | 315 | 4.2 |
| Carter | 36,455 | 11,110 | 11,055 | 10,360 | 93.2 | 7,121 | 10,980 | 60 | 0.5 |
| Cherokee | 18,989 | 4,862 | 4,865 | 4,230 | 87.0 | 1,821 | 4,805 | 25 | 0.5 |
| Choctaw | 20,405 | 5,701 | 5,485 | 4,905 | 89.4 | 3,091 | 5,455 | 10 | 0.2 |
| Cimarron | 4,589 | 1,341 | 1,350 | 1,240 | 85.0 | 671 | 1,335 | 20 | 1.5 |
| Cleveland | 41,443 | 10,251 | 10,045 | 9,730 | 94.9 | 5,087 | 10,045 | 450 | 4.5 |
| Coal | 8,056 | 2,250 | 2,040 | 1,815 | 80.7 | 1,430 | 2,025 | 15 | 0.7 |
| Comanche | 55,165 | 15,156 | 14,925 | 13,950 | 92.0 | 6,259 | 14,860 | 130 | 0.9 |
| Cotton | 10,180 | 3,050 | 3,050 | 2,915 | 95.6 | 2,167 | 3,040 | 45 | 1.5 |
| Craig | 18,263 | 4,695 | 4,745 | 4,445 | 94.7 | 2,932 | 4,685 | 50 | 1.1 |
| Creek | 43,143 | 13,028 | 12,880 | 12,045 | 93.5 | 9,417 | 12,765 | 315 | 2.5 |
| Custer | 21,097 | 6,405 | 6,450 | 6,100 | 94.6 | 4,340 | 6,445 | 65 | 1.0 |
| Delaware | 14,734 | 4,143 | 4,135 | 3,565 | 86.2 | 2,038 | 4,130 | 45 | 1.1 |
| Dewey | 8,789 | 2,632 | 2,630 | 2,490 | 94.7 | 2,001 | 2,625 | 50 | 1.9 |
| Ellis | 7,326 | 2,275 | 2,280 | 2,140 | 93.9 | 1,544 | 2,265 | 15 | 0.7 |
| Garfield | 52,820 | 16,032 | 15,810 | 15,305 | 96.8 | 10,767 | 15,665 | 455 | 2.9 |
| Garvin | 29,500 | 8,494 | 8,165 | 7,720 | 94.5 | 4,026 | 8,190 | 145 | 1.8 |
| Grady | 34,872 | 10,489 | 10,320 | 9,635 | 93.4 | 6,869 | 10,180 | 300 | 2.9 |
| Grant | 10,461 | 3,430 | 3,430 | 3,295 | 96.1 | 3,117 | 3,420 | 60 | 1.8 |
| Greer | 11,749 | 3,542 | 3,435 | 3,270 | 95.2 | 2,466 | 3,430 | 20 | 0.6 |
| Harmon | 8,079 | 2,418 | 2,340 | 2,235 | 95.5 | 1,716 | 2,295 | 15 | 0.7 |
| Harper | 5,977 | 1,800 | 1,785 | 1,715 | 96.1 | 1,141 | 1,790 | .. | .. |
| Haskell | 13,313 | 3,492 | 3,405 | 3,020 | 88.7 | 1,964 | 3,390 | 15 | 0.4 |
| Hughes | 20,664 | 5,899 | 5,800 | 5,265 | 90.8 | 4,146 | 5,770 | 50 | 0.9 |
| Jackson | 20,082 | 6,330 | 6,288 | 5,935 | 94.5 | 4,233 | 6,240 | 60 | 1.0 |
| Jefferson | 11,122 | 3,347 | 3,395 | 3,240 | 95.4 | 2,234 | 3,375 | 45 | 1.3 |
| Johnston | 10,608 | 2,940 | 2,825 | 2,605 | 92.2 | 1,863 | 2,830 | 30 | 1.1 |
| Kay | 48,892 | 15,475 | 15,225 | 14,725 | 96.7 | 10,620 | 15,170 | 170 | 1.1 |
| Kingfisher | 12,860 | 3,988 | 3,880 | 3,685 | 95.0 | 3,065 | 3,870 | 130 | 3.4 |
| Kiowa | 18,926 | 5,872 | 5,815 | 5,560 | 95.6 | 4,179 | 5,800 | 60 | 1.0 |
| Latimer | 9,690 | 2,588 | 2,470 | 2,160 | 87.4 | 1,362 | 2,485 | 25 | 1.0 |
| Le Flore | 35,276 | 9,820 | 9,775 | 8,905 | 91.1 | 5,425 | 9,735 | 90 | 0.9 |
| Lincoln | 22,102 | 6,697 | 6,620 | 6,020 | 90.9 | 4,470 | 6,630 | 165 | 2.5 |
| Logan | 22,170 | 6,741 | 6,665 | 6,220 | 93.3 | 4,746 | 6,605 | 200 | 3.0 |
| Love | 7,721 | 2,168 | 2,135 | 1,990 | 93.2 | 1,471 | 2,110 | 20 | 0.9 |
| McClain | 14,681 | 4,179 | 4,140 | 3,955 | 95.5 | 2,724 | 4,130 | 155 | 3.8 |
| McCurtain | 31,588 | 8,416 | 8,255 | 7,025 | 85.1 | 3,704 | 8,215 | 55 | 0.7 |
| McIntosh | 17,829 | 4,686 | 4,585 | 4,045 | 88.2 | 2,496 | 4,580 | 75 | 1.6 |
| Major | 10,279 | 3,077 | 2,965 | 2,740 | 92.4 | 2,057 | 2,900 | 25 | 0.9 |
| Marshall | 8,177 | 2,517 | 2,360 | 2,110 | 89.4 | 1,646 | 2,355 | 25 | 1.1 |
| Mayes | 19,743 | 5,632 | 5,550 | 5,055 | 91.1 | 2,754 | 5,475 | 95 | 1.7 |
| Murray | 10,775 | 3,408 | 3,340 | 3,065 | 91.8 | 2,043 | 3,320 | 100 | 3.0 |
| Muskogee | 65,573 | 19,199 | 18,860 | 17,295 | 91.7 | 10,428 | 18,715 | 270 | 1.4 |
| Noble | 12,156 | 3,905 | 3,865 | 3,715 | 96.1 | 3,070 | 3,870 | 105 | 2.7 |
| Nowata | 12,734 | 3,922 | 3,825 | 3,450 | 90.2 | 2,588 | 3,745 | 70 | 1.9 |
| Okfuskee | 16,948 | 4,665 | 4,595 | 4,050 | 88.1 | 3,237 | 4,570 | 30 | 0.7 |
| Oklahoma | 325,352 | 101,924 | 99,885 | 96,455 | 96.6 | 57,392 | 99,405 | 5,965 | 6.0 |
| Okmulgee | 44,561 | 13,208 | 13,255 | 12,300 | 92.8 | 8,091 | 13,200 | 220 | 1.7 |
| Osage | 33,071 | 9,949 | 9,925 | 9,230 | 93.0 | 7,600 | 9,870 | 120 | 1.2 |
| Ottawa | 32,218 | 9,997 | 10,025 | 9,350 | 93.3 | 6,664 | 9,970 | 80 | 0.8 |
| Pawnee | 13,616 | 4,049 | 3,905 | 3,710 | 95.0 | 2,897 | 3,800 | 100 | 2.6 |
| Payne | 46,430 | 12,978 | 12,705 | 12,205 | 96.1 | 7,465 | 12,680 | 285 | 2.2 |
| Pittsburg | 41,031 | 11,480 | 11,260 | 10,330 | 91.7 | 6,966 | 12,245 | 95 | 0.8 |
| Pontotoc | 30,875 | 9,302 | 9,175 | 8,660 | 94.4 | 6,605 | 9,115 | 220 | 2.4 |
| Pottawatomie | 43,517 | 13,194 | 12,665 | 11,845 | 93.5 | 9,776 | 12,673 | 315 | 2.5 |
| Pushmataha | 12,001 | 3,401 | 3,395 | 3,020 | 89.0 | 1,918 | 3,405 | 35 | 1.0 |
| Roger Mills | 7,395 | 2,190 | 2,175 | 2,025 | 93.1 | 1,564 | 2,150 | 15 | 0.7 |
| Rogers | 19,532 | 5,721 | 2,860 | 2,645 | 92.5 | 3,118 | 3,160 | 60 | 1.9 |
| Seminole | 40,672 | 11,498 | 11,375 | 10,350 | 91.0 | 9,746 | 11,295 | 210 | 1.9 |
| Sequoyah | 19,773 | 5,002 | 4,845 | 4,255 | 87.8 | 1,915 | 4,880 | 60 | 1.2 |
| Stephens | 34,071 | 10,325 | 10,215 | 9,810 | 96.0 | 5,143 | 10,180 | 100 | 1.0 |
| Texas | 14,235 | 4,175 | 4,175 | 4,000 | 95.8 | 1,919 | 4,150 | 35 | 0.8 |
| Tillman | 17,598 | 5,250 | 4,955 | 4,645 | 93.7 | 3,770 | 4,930 | 25 | 0.5 |
| Tulsa | 251,686 | 78,003 | 76,740 | 73,710 | 96.1 | 44,945 | 76,340 | 3,595 | 4.7 |
| Wagoner | 16,741 | 4,599 | 4,535 | 4,040 | 89.1 | 2,285 | 4,495 | 60 | 1.3 |
| Washington | 32,880 | 10,269 | 10,095 | 9,735 | 96.4 | 6,766 | 10,085 | 240 | 2.4 |
| Washita | 17,657 | 5,290 | 5,175 | 4,940 | 95.5 | 4,067 | 5,180 | 85 | 1.6 |
| Woods | 14,526 | 4,520 | 4,450 | 4,250 | 95.5 | 3,244 | 4,445 | 40 | 0.9 |
| Woodward | 14,383 | 4,133 | 4,060 | 3,825 | 94.2 | 2,803 | 3,920 | 60 | 1.5 |

**RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NORTH DAKOTA**

| Area | Total population | Total occupied dwelling units | RADIO: Number reporting | RADIO: With Radio 1950 Number | RADIO: With Radio 1950 Per Cent | RADIO: 1940 Radio Homes | TELEVISION: Number reporting | TELEVISION: With TV Number | TELEVISION: With TV Per Cent |
|---|---|---|---|---|---|---|---|---|---|
| The State | 619,636 | 162,105 | 159,595 | 154,630 | 96.9 | 131,000 | 158,860 | 1,000 | 0.6 |
| Urban and rural nonfarm | 365,149 | 101,676 | 98,890 | 96,570 | 96.7 | 70,770 | 99,335 | 515 | 0.5 |
| Urban | 164,817 | 45,069 | 44,445 | 43,650 | 98.2 | 31,374 | 44,000 | 235 | 0.5 |
| Rural nonfarm | 200,332 | 56,607 | 55,445 | 52,920 | 95.4 | 39,396 | 55,335 | 280 | 0.5 |
| Rural farm | 254,487 | 60,429 | 59,705 | 58,060 | 97.2 | 60,230 | 59,525 | 485 | 0.8 |

*(Continued on page 44)*

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 36 for Oklahoma and No. 34 for North Dakota, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 60 and 35 cents per copy, respectively.

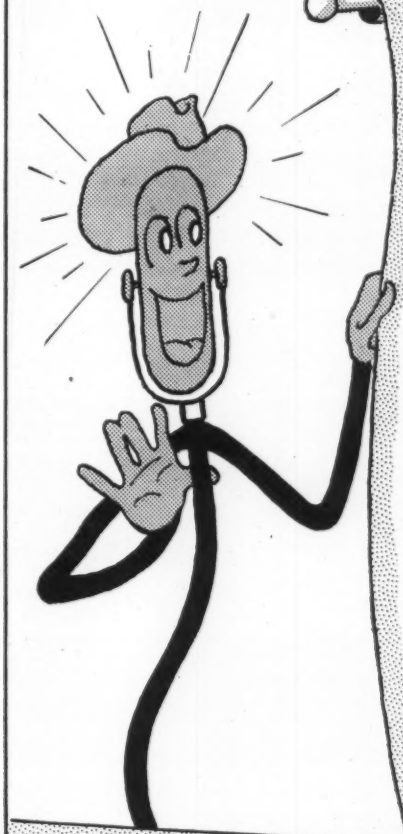
Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, no. 36 and 34, now available from the Superintendent of Documents at 20 cents a copy. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 36 and 34, available from the Superintendent of Documents, at 60 and 40 cents per copy. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

# KTUL *Delivers a Mighty Market... Tulsa!*



***Tulsa's Metropolitan Area*** **ranks 73rd in population in the U.S. (258,000) . . .**

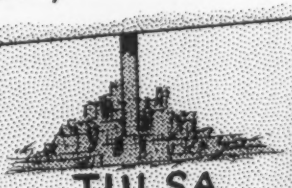
***But . . .*** **it also ranks—**

- 65th–in TOTAL RETAIL SALES
- 47th–in RETAIL SALES PER CAPITA
- 56th–in DRUG STORE SALES
- 53rd–in WHOLESALE SALES
- 54th–in AUTOMOTIVE STORE SALES
- 46th–in FILLING STATION SALES
- 54th–in BUILDING MATERIAL and HARDWARE STORE SALES
- 56th–in APPAREL STORE SALES
- 65th–in HOME FURNISHING STORE SALES
- 68th–in FOOD STORE SALES
- 62nd–in GENERAL MERCHANDISE STORE SALES

★ **Tulsa Folks SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER than practically any other folks in the good old U.S.A. . . .**

***FROM 10% to 50% BETTER!***

- **KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST . . . with no waste coverage!**
- **CBS Radio . . . top local programing!**
- **Get the KTUL story from your nearest Avery-Knodel, Inc. office.**



**KTUL** *Radio* TULSA

The "HAPPY MEDIUM" Station

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

## Rebroadcast Rule

*(Continued from page 25)*

sponsor desires to have that station carry the program, involves a restraint of trade, and that rebroadcasts are valuable both to sponsors, independent stations, and the public."

Explaining its attitude on property rights, the FCC said:

. . . we wish to make clear that we have not said, and we are not saying, that legitimate property rights, recognized by law, may be freely appropriated by others through the mere device of demanding rebroadcast privileges. Moreover, we have not implied, nor are we implying, that many, if not most, cases in which request to rebroadcast a station's program is denied may not be justified under the circumstances there presented.

It is clear, however, that a licensee may abuse its right to refuse rebroadcast privileges, just as it may abuse other rights. The principle involved is not novel. Thus, a broadcast station has a right to decide who shall use its facilities and for what type of program, but not the right to act arbitrarily in this respect without due regard to the public interest in a well-rounded program service. . . .

We do not attempt here to define the scope and attributes of property interests in broadcast material which may legitimately be entitled to protection, or the effect of the antitrust laws in this field. Nor do we seek to specify here the situation where such refusal is justified or where it is unjustified.

Such determinations will obviously depend upon the facts of particular cases and upon an evaluation of such factors as whether licensees of stations, through express or implied agreements or understandings, act in concert with each other or with other interests in refusing rebroadcast requests, whether requesting stations serve the same or a different area as the station whose program they wish to rebroadcast, whether the request is for permission to carry a simultaneous rebroadcast or to rebroadcast a program at some subsequent date, whether the requesting station has indicated a willingness to pay a reasonable share of the legitimate costs of the originating station, whether or not other persons having interests in the program have requested or agreed to the rebroadcast, and whether the program concerned has public service aspects that make its wide dissemination to the public clearly desirable.

The FCC denied a petition by Mr. Brown requesting investigation of an alleged conspiracy to restrain rebroadcasting.

## AYLESWORTH WILL

### Estate Less Than $10,000

ESTATE of the late Merlin Hall Aylesworth, first NBC president, was valued at less than $10,000, according to a petition for probate of his will filed in New York Surrogate's Court last week. Mr. Aylesworth died Sept. 30 [B•T, Oct. 6].

He bequeathed his residuary estate to his widow, Mrs. Caroline McEnter Aylesworth of Reading, Conn., and named her executrix of his estate. Mr. Aylesworth left legacies of $1 each to a son, a daughter and former wife, but it was explained he had provided for them by designating them as insurance beneficiaries.

Mrs. Aylesworth was quoted as reporting that the son, Barton Jerome Aylesworth, disappeared from his home in Denver in October 1948 and efforts to locate him during his father's last illness failed.

**RECORDING of Beethoven's Ninth Symphony, autographed by Arturo Toscanini, is presented to Dr. Luther Evans (r), Librarian of Congress, by George Marek, RCA Victor Record Co., for the permanent archives. The presentation Tuesday was broadcast on NBC's *Hi, Neighbor* and Voice of America. The symphony manuscript is on exhibition at the Library.**

## RCA MOTION

### Judge Explains Denial

REASONS for denial of a RCA motion to quash a government subpoena, regarded as the first step toward investigation of possible anti-trust law violations in the radio and television manufacturing industry, were in a court order made available last week [B•T, Oct. 27].

Judge Edward Weinfeld of the U. S. District Court for the Southern District of New York ruled RCA's two principal objections to the subpoena invalid. RCA's position, outlined by Judge Weinfeld, was (1) the consent decree of 1932 covers all matters up to that date and "operates prospectively as a bar to any further proceeding, civil and criminal, and the sole and exclusive remedy remaining to the government is to move for action" in the District Court of Delaware which entered the decrees and (2) the subpoena was so "broad in scope as to render compliance unreasonably burdensome."

On the first argument, Judge Weinfeld said the subpoena was not limited to information of RCA's patents and licensing records but to many documents, dealing with color TV, FM and other items not touched by the consent decree. He asserted the grand jury's right to inquire into these matters "is not questioned . . . and the connection, if any, between these latter items and the patent and licensing policies of RCA, may relate to the conduct of corporations other than the movant."

In ruling that the subpoena was not broad and burdensome, Judge Weinfeld cited that other companies had complied with it. He argued that "inconvenience" is no defense.

COMPLETE sponsorship of Brown U.'s football home and away games is being carried by Ballou, Johnson & Nichols Co., Zenith TV distributors, on WHIM Providence.

## Okla., N. D. Radio Homes

*(Continued from page 42)*

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NORTH DAKOTA

| Area | Total population | Total occupied dwelling units | RADIO | | | | TELEVISION | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | With Radio 1950 | | | | With TV | |
| | | | Number reporting | Number | Per Cent | 1940 Radio Homes | Number reporting | Number | Per Cent |
| **URBAN PLACES (10,000 or more)** | | | | | | | | | |
| Bismarck | 18,640 | 5,314 | 5,270 | 5,145 | 97.6 | 3,564 | 4,930 | 25 | 0.5 |
| Fargo | 38,256 | 10,665 | 10,375 | 10,230 | 98.6 | 8,030 | 10,365 | 45 | 0.4 |
| Grand Forks | 26,836 | 7,000 | 6,970 | 6,900 | 99.0 | 4,931 | 6,950 | 65 | 0.9 |
| Jamestown | 10,697 | 2,979 | 2,970 | 2,950 | 99.3 | 2,094 | 2,940 | 20 | 0.7 |
| Minot | 22,032 | 6,068 | 5,900 | 5,785 | 98.1 | 4,058 | 5,875 | 40 | 0.7 |
| **COUNTIES** | | | | | | | | | |
| Adams | 4,910 | 1,296 | 1,335 | 1,310 | 98.1 | 963 | 1,340 | 15 | 1.1 |
| Barnes | 16,884 | 4,611 | 4,545 | 4,455 | 98.0 | 3,954 | 4,545 | 25 | 0.6 |
| Benson | 10,675 | 2,708 | 2,695 | 2,590 | 96.1 | 2,459 | 2,670 | 5 | 0.2 |
| Billings | 1,777 | 452 | 440 | 410 | 93.2 | 423 | 435 | .. | .. |
| Bottineau | 12,140 | 3,241 | 3,240 | 3,115 | 96.1 | 2,851 | 3,225 | 35 | 1.1 |
| Bowman | 4,001 | 1,149 | 1,085 | 1,045 | 96.3 | 822 | 1,080 | .. | .. |
| Burke | 6,621 | 1,902 | 1,910 | 1,810 | 94.8 | 1,734 | 1,900 | 15 | 0.8 |
| Burleigh | 25,673 | 6,878 | 6,820 | 6,610 | 96.9 | 4,868 | 6,480 | 30 | 0.5 |
| Cass | 58,877 | 15,814 | 15,440 | 15,240 | 98.7 | 12,191 | 15,410 | 65 | 0.4 |
| Cavalier | 11,840 | 2,936 | 2,915 | 2,825 | 96.9 | 2,665 | 2,885 | 10 | 0.3 |
| Dickey | 9,121 | 2,512 | 2,490 | 2,360 | 94.8 | 2,037 | 2,500 | 20 | 0.8 |
| Divide | 5,967 | 1,662 | 1,540 | 1,485 | 96.4 | 1,658 | 1,540 | 25 | 1.6 |
| Dunn | 7,212 | 1,741 | 1,725 | 1,675 | 97.1 | 1,397 | 1,720 | 5 | 0.3 |
| Eddy | 5,372 | 1,401 | 1,410 | 1,380 | 97.9 | 1,215 | 1,405 | 5 | 0.4 |
| Emmons | 9,715 | 2,255 | 2,160 | 2,020 | 93.5 | 1,776 | 2,175 | 25 | 1.1 |
| Foster | 5,337 | 1,459 | 1,475 | 1,430 | 97.0 | 1,221 | 1,465 | 15 | 1.0 |
| Golden Valley | 3,499 | 966 | 890 | 870 | 97.8 | 762 | 900 | 5 | 0.6 |
| Grand Forks | 39,443 | 10,317 | 10,300 | 10,115 | 98.2 | 7,844 | 10,280 | 85 | 0.8 |
| Grant | 7,114 | 1,729 | 1,705 | 1,625 | 95.3 | 1,355 | 1,695 | 15 | 0.9 |
| Griggs | 5,460 | 1,475 | 1,470 | 1,445 | 98.3 | 1,231 | 1,470 | 15 | 1.0 |
| Hettinger | 7,100 | 1,721 | 1,720 | 1,670 | 97.1 | 1,337 | 1,720 | 10 | 0.6 |
| Kidder | 6,168 | 1,568 | 1,520 | 1,435 | 94.4 | 1,263 | 1,520 | 10 | 0.7 |
| La Moure | 9,498 | 2,480 | 2,425 | 2,370 | 97.7 | 2,027 | 2,405 | 5 | 0.2 |
| Logan | 6,357 | 1,539 | 1,505 | 1,445 | 96.0 | 1,247 | 1,480 | 5 | 0.3 |
| McHenry | 12,556 | 3,268 | 3,220 | 3,095 | 96.7 | 2,827 | 3,230 | 5 | 0.2 |
| McIntosh | 7,590 | 2,019 | 2,000 | 1,915 | 95.8 | 1,536 | 2,015 | 20 | 1.0 |
| McKenzie | 6,849 | 1,903 | 1,885 | 1,820 | 96.6 | 1,805 | 1,875 | 20 | 1.1 |
| McLean | 18,824 | 4,886 | 4,810 | 4,575 | 95.1 | 3,126 | 4,845 | 30 | 0.6 |
| Mercer | 8,686 | 2,209 | 2,110 | 2,005 | 95.0 | 1,599 | 2,115 | 10 | 0.5 |
| Morton | 19,295 | 4,906 | 4,810 | 4,645 | 96.6 | 3,842 | 4,815 | 30 | 0.6 |
| Mountrail | 9,418 | 2,587 | 2,465 | 2,375 | 96.3 | 2,274 | 2,460 | 10 | 0.4 |
| Nelson | 8,090 | 2,206 | 2,180 | 2,145 | 98.4 | 1,925 | 2,150 | 20 | 0.9 |
| Oliver | 3,091 | 740 | 580 | 560 | 96.6 | 671 | 585 | .. | .. |
| Pembina | 13,990 | 3,624 | 3,555 | 3,455 | 97.2 | 3,166 | 3,460 | 20 | 0.6 |
| Pierce | 8,326 | 2,036 | 2,015 | 1,935 | 96.0 | 1,661 | 2,010 | 10 | 0.5 |
| Ramsey | 14,373 | 3,769 | 3,795 | 3,740 | 98.6 | 3,334 | 3,785 | 30 | 0.8 |
| Ransom | 8,876 | 2,467 | 2,485 | 2,445 | 98.4 | 2,122 | 2,485 | 5 | 0.2 |
| Renville | 5,405 | 1,482 | 1,425 | 1,380 | 96.8 | 1,299 | 1,435 | 5 | 0.3 |
| Richland | 19,865 | 5,269 | 5,240 | 5,105 | 97.4 | 4,320 | 5,230 | 20 | 0.4 |
| Rolette | 11,102 | 2,424 | 2,380 | 2,115 | 88.9 | 1,860 | 2,385 | 5 | 0.2 |
| Sargent | 7,616 | 1,987 | 1,965 | 1,900 | 96.7 | 1,827 | 1,955 | 10 | 0.5 |
| Sheridan | 5,253 | 1,350 | 1,310 | 1,275 | 97.3 | 1,255 | 1,295 | 15 | 1.2 |
| Sioux | 3,696 | 784 | 770 | 660 | 85.7 | 656 | 770 | .. | .. |
| Slope | 2,315 | 597 | 625 | 615 | 98.4 | 614 | 625 | 15 | 2.4 |
| Stark | 16,137 | 3,989 | 3,990 | 3,805 | 95.4 | 2,848 | 3,975 | 15 | 0.4 |
| Steele | 5,145 | 1,348 | 1,330 | 1,310 | 98.5 | 1,228 | 1,330 | 10 | 0.8 |
| Stutsman | 24,158 | 5,850 | 5,860 | 5,710 | 97.4 | 4,562 | 5,835 | 35 | 0.6 |
| Towner | 6,360 | 1,707 | 1,610 | 1,545 | 96.0 | 1,520 | 1,595 | 5 | 0.3 |
| Traill | 11,359 | 3,082 | 3,030 | 2,955 | 97.5 | 2,587 | 3,030 | 35 | 1.2 |
| Walsh | 18,859 | 4,750 | 4,710 | 4,585 | 97.3 | 3,919 | 4,700 | 45 | 1.0 |
| Ward | 34,782 | 9,488 | 9,170 | 8,965 | 97.8 | 7,244 | 9,140 | 85 | 0.9 |
| Wells | 10,417 | 2,813 | 2,810 | 2,755 | 98.0 | 2,386 | 2,800 | 25 | 0.9 |
| Williams | 16,442 | 4,753 | 4,690 | 4,505 | 96.1 | 3,690 | 4,685 | 20 | 0.4 |

## WMAZ OBSERVES

### 30th Year of Broadcasting

GROWTH from a "dining room" operation to 10 kw fulltime was noted by WMAZ Macon, Ga., as the station observed its 30th anniversary last Thursday.

WMAZ, which actually began broadcasting in the spring of 1922 before its license was issued, claims to be the second oldest and second most powerful station in Georgia. Besides lesser awards, WMAZ received a duPont Award in 1943 and a Peabody citation for news in 1950. WMAZ is applicant for vhf Ch. 13 in Macon [B•T, June 16]. George P. Rankin is president of Southeastern Broadcasting Co., the licensee.

## AIMS Annual Meet

ANNUAL meeting of the Assn. of Independent Metropolitan Stations will be held Nov. 13-15 at the Conrad Hilton Hotel, Chicago.

## Igloo Impact

STATIONS wishing to put in rival claims to a unique distinction credited to WWVA Wheeling, W. Va., may think twice before setting out to substantiate them. "WWVA is heard with the greatest regularity of all the American radio stations by Eskimos in the Eastern Arctic," reports R. D. Cowen, president of the Mononaghel & Ohio Coal Co. and who recently completed a tour of several Hudson Bay posts. Mr. Cowen wrote the station: "I wish you could have seen a group of Eskimos dancing in a pattern similar to our square dance to the strains of your mountain music." This Arctic region he referred to is 3,000 miles from the WWVA transmitter.



XUM

# To a time buyer who will vote Dem. tomorrow

If your candidate is elected, somebody will have to eat some words. Man cannot live by words alone. How much better to eat a hamburger—from Iowa. Or an egg—from Iowa. Or an et cetera. (Iowa raises delicious et ceteras.)

Iowa produced 781,231,000 pounds of slaughter beef the first 7 months of '52. Figuring 4 hamburgers to the pound, Iowa has the inside track on an awful lot of hamburgers.

Iowa hens are also working overtime. They laid 3,454,000,000 eggs so far this year—10% ahead of '51. Ref. the et cetera, the '51 total for all farm livestock was 6,392,238,000 pounds.

These are grass roots facts which politicos, time buyers and WMT like to stay close to. WMT is also close to Iowa's annual cash farm income of $2.125 billion; industrial income of $3.737 billion; and 338,480 radio families listening to WMT every week. After 30 years of cultivating the latter, we like to think we know what these folks vote for in the way of programming. (Up in Waukon, 110 miles hence, WMT was elected the favorite radio station of 71% of the respondents in a poll WMT had nothing to do with.)

. . . well, may the better man* emerge victorious.

** The Katz Agency man for example, our national rep.*

# To a time buyer who will vote Rep. tomorrow

If your candidate is elected, somebody will have to eat some words. Man cannot live by words alone. How much better to eat a hamburger—from Iowa. Or an egg—from Iowa. Or an et cetera. (Iowa raises delicious et ceteras.)

Iowa produced 781,231,000 pounds of slaughter beef the first 7 months of '52. Figuring 4 hamburgers to the pound, Iowa has the inside track on an awful lot of hamburgers.

Iowa hens are also working overtime. They laid 3,454,000,000 eggs so far this year—10% ahead of '51. Ref. the et cetera, the '51 total for all farm livestock was 6,392,238,000 pounds.

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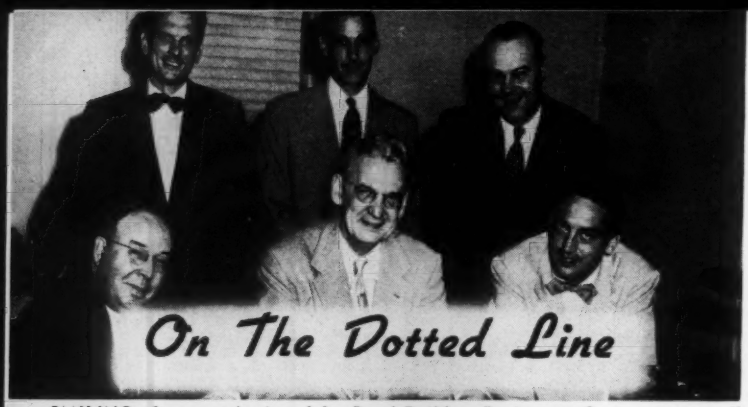
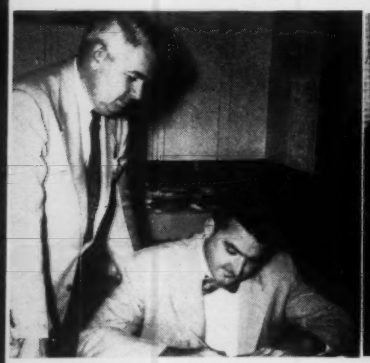
. . . well, may the better man* emerge victorious.

** The Katz Agency man for example, our national rep.*

*This is a non-political advertisement published in the interest of* WMT *by* WMT, *Cedar Rapids, Iowa. 600 kc. 5000 watts. Basic* CBS *Network.*




SMILING after pact is signed for Road Builders Equipment Co. to sponsor all U. of Tennessee grid games on WMPS Memphis are (seated, l to r) Homer Gentry, v. p., Merrill Kremer Adv.; Floyd Sherrod, v. p. of sponsors; Harold Krelstein, WMPS pres.; standing, Bill Smith, slsmn., Bill Rudner, v. p., and George Faulder, sta. mgr., all WMPS.



DWIGHT J. BRUCE, prod. mgr., WTOC Savannah, watches as Ralston E. Mingledorff, v. p., Savannah Machine & Foundry Co., signs to sponsor *Freedom, USA* over WTOC. Firm is devoting series to public service and to promote better citizenship.

ROY N. CLOTHIER, acting gen. mgr., Ethyl Corp., Baton Rouge plant, signs for Louisiana State U. grid games on Louisiana eight-station network. Watching (l to r): Douglas L. Manship, pres., Baton Rouge Bcstg. Co.; Stephen G. Henry, dir., local Ethyl com. rel.; Roy Dabadie, v. p.-gen. mgr., Baton Rouge Bcstg.

AT signing for radio show featuring Hank Thompson, hillbilly artist, are (seated, l to r) Jim Halsey, Mr. Thompson's agent: Leslie Pritchett, gen. sls. mgr., Burrus Mills Inc.; (standing) Herbert F. Lehman, acct. exec., Tracy-Locke Co. Inc., and John H. Hicks Jr., adv. dir., Burrus Mills.

PRESENT at completion of contract for Flint Buick Retail Store to sponsor Michigan State College football games are (l to r) J. R. McKinley, sta. mgr., WTAC Flint, Mich.; Warren D. Seibold, of store, and David Mendelsohn, WTAC acct. exec.

SINCLAIR REFINING Co. signs for *Game of the Week* on WXYZ Detroit. (L to r): Fred V. Anderson, mgr., fuel oil sales, Sinclair's Central Div.; Don Wattrick, sportscaster; Jack Curran, Sinclair area mgr, and James G. Riddell, pres., WXYZ Inc.

## Strictly Business

*(Continued from page 14)*

in the Midwest, with high spots at Detroit, St. Louis, and Minneapolis. The company has represented three TV stations for about three years, one being the originally experimental WTTV (TV) Bloomington, Ind.

Mr. Jewett has been with the company since November 1951. Previously he was Chicago manager of Everett McKinney, station representatives. In 1945 he was eastern sales representative for *Radio Market Guide* in Cleveland. After leaving the market data publication he joined WKAN Kankakee, Ill., as commercial manager. He stayed there about a year for on-the-job-training before going to Everett-McKinney.

For five years during the war, Cary Jewett served with the Coast Artillery and the Army Transportation Corps. He enlisted early in the war, and when discharged was a first lieutenant. His work included the procurement of and the shifting of amphibian trucks and was centered in France and Belgium, "very old countries" which he has no desire to re-visit.

Mr. Jewett worked briefly in the advertising department of the Diamond Match Co., New York, after completing his schooling. He attended Salisbury Preparatory School in Salisbury, Conn., and the U. of Buffalo, where he majored in commerce and business administration.

He lives on Chicago's North Side, loves to go duck hunting along the Illinois River and dreams of playing golf next summer.

## HEARING EXAMINERS

### Court to Hear Argument

SUPREME COURT has agreed to hear arguments on the status of government hearing examiners—and its decision will determine finally just how independent federal agencies' junior judges are of the agency for which they work.

The court accepted *certiorari* two weeks ago on an appeal by the Civil Service Commission from a decision of the U. S. District Court and of the U. S. Court of Appeals which invalidated a Civil Service regulation concerning examiners.

At issue is the legality of the Civil Service Commission's regulation involving hearing examiners' tenure, compensation and assignments. Opposing Civil Service Commission is Federal Trial Examiners Conference and others. Under present procedures, the FCC is following the practice upheld by the lower courts—single compensation for all examiners and rotation of assignments.

PEEWEE REESE, captain of the Brooklyn Dodgers, will star in 13 WHAS Louisville programs beginning in mid-November. Program will be directed to young audience and will co-feature Don Hill, area's play-by-play reporter of Louisville Colonels' games.

## SALES ADVICE

### Aids Advertising—Mitchell

ADVERTISING is "nothing but a sales help" and close attention to its effectiveness at the local level is a vital function of a manufacturer's sales staff, Maurice B. Mitchell, vice president of Associated Program Service, asserted last Friday.

Addressing the Sales Executives Club of the Missouri Valley at Omaha, he branded as "ridiculous" the idea "that advertising should be left to the advertising men," voicing regret at the tendency to place advertising in the hands of "specialists" without first getting recommendations from field sales staffs.

Mr. Mitchell said that "nobody is in a better situation for evaluating media than the man who must depend on it in his daily work for that vital sales boost."

He urged the salesmen to "speak up about advertising," and continued:

"After all, it's no longer an 'optional' sales aid. It's a must in today's selling world, and that means it's a part of your working condition. . . . You shouldn't have to take the rap for advertising that doesn't pay off for you.

"One sure way to decide about the advertising that is being done for you is to look at the selection of media. Copy appeal and other technical factors are simply not as important as media selection. If the advertising that is supposed to help you just doesn't reach the people to whom you are selling, or if it doesn't reach their customers, then it just isn't efficient advertising in your area and you owe it to yourself and your management to show them the facts. . . ."

## *SINGLE RATE*

### *Set by WLAV-AM-FM, KFGO*

KFGO Fargo, N. D., and WLAV-AM-FM Grand Rapids, Mich., have established a single rate for both day and night.

The KFGO new rate for all time between 7 a.m. and 11 p.m. becomes effective Nov. 15, Charles G. Burke, general manager, announced. At the same time, Mr. Burke announced that in line with the standardization, a 10% increase in its local charges for daylight hours has been effected.

WLAV on Oct. 25 equalized the day and night rates, setting an overall base hourly rate of $90. This represented a 25% reduction from the previous base rate of $120. Rate cut was passed along to all advertisers immediately. Daytime clients are to be protected against the slight overall increase for six months.

The switch to a single rate has been the subject of much discussion among broadcasters [B•T, Oct. 27].



XUM

Although WSM's Grand Ole Opry star-studded Friday Night Frolic is sold out solid, the 112 Central South newspapers, indicated on the map, were scheduled to carry the above copy the week of October 5th. Promotion like this helps to explain why there are radio stations everywhere but only one WSM.
Ask Irving Waugh or any Petry Man for the full story.

**WSM** *Nashville 650*
*Clear Channel • 50,000 Watts*

IRVING WAUGH, *Commercial Manager* • EDWARD PETRY, *National Representative*

## ZIV 'FAVORITE STORY'

### Brewers Take in 14 Markets

FOUR brewing companies have signed for *Favorite Story*, forthcoming Ziv television series, in 14 markets, H. J. Rifkin, sales vice president of Ziv Television Programs Inc., reported last week. He predicted the series, for release in January, will set a new company sales record.

**Brewers which have bought the program, starring Adolphe Menjou as narrator and actor, were F. & M. Schaefer Brewing Co., New York, for showing in the New York (WNBT), New Haven, and Hartford markets; Genessee Brewing Co., Rochester, for Buffalo, Rochester, Syracuse and Binghamton, N. Y.; Blatz Brewing Co., Milwaukee, for Milwaukee (WTMJ-TV) and other markets not yet set; and Olympia Brewing Co. for Portland, Seattle, Spokane, San Francisco, Los Angeles and San Diego.**

Sold thus far on a regional basis, the series will be offered to local sponsors starting this week.

## Buy 'Smith' Segments

TWO new advertisers have signed for 15-minutes of *Kate Smith Hour* on NBC-TV (Mon.-Fri., 4-5 p.m. EST). They are Block Drug Co., through Cecil & Presbrey, New York, which will sponsor the Tuesday 4:30-4:45 p.m. period for 39 weeks starting Nov. 25, and James Lees & Sons (carpets and rugs), through D'Arcy Adv., New York, which will underwrite the Monday 4:15-4:30 p.m. segment for 26 weeks effective Dec. 8.

## *FTC SUIT*

### *Vs. Liggett & Myers*

SUIT seeking a preliminary injunction against Liggett & Myers Tobacco Co. (Chesterfields) was filed in Federal District Court in New York last week by the Federal Trade Commission.

The injunction was asked to require the firm to cease certain advertising claims and to prevent "injury to competitors who are unwilling to use false advertising." Claim attacked was that Chesterfields "are manufactured in such a manner as to prevent irritation to the nose, throat and accessory organs of smokers."

Suit was filed on order of FTC Comr. Stephen J. Spingarn.

## CBS-TV Post to Frank

MILO FRANK of the Hollywood office of the William Morris Agency, has been named chief talent scout for CBS-TV to operate on a roving assignment in line with CBS-TV's plans to find new talent. A graduate of the U. of California at Los Angeles, Mr. Frank entered the talent field in 1946 with the Sam Jaffee Agency, Hollywood. In 1949 he joined Century Artists as head of picture development and went to William Morris a year later.

## 'Watchman' Clocked

LETTERS attesting listenership to WDOD-AM-FM Chattanooga's new all-night programming have been received from points as distant as Miami and Detroit, Vice President Norman A. Thomas reported last week. He said a number of all-night grocery stores, restaurants, and filling stations are sponsoring portions of *The Night Watchman* program, and that national advertisers have shown interest in early-morning spots. The stations commenced around-the-clock operations in late September.

## C. G. SIMS

### Station Executive Succumbs

C. G. (Preacher) Sims, 45, technical director for WKYB and WKYC (FM) Paducah, Ky., died unexpectedly Tuesday at Illinois Central Hospital. Mr. Sims suffered a cerebral hemorrhage earlier that day while at his desk.

Mr. Sims entered radio in 1930 as chief engineer of WPAD Paducah. He was engineering consultant on construction of at least 20 other stations in Kentucky, Illinois, Tennessee and Missouri. Survivors include his wife, the former Ethlyn Rooks, and two daughters.

## METROPOLITAN PLANS

### Opera Via Theatre TV

PLANS are under consideration by the Metropolitan Opera Co. to channel its productions by television into theatres throughout the country, it was reported last week. Anthony A. Bliss, chairman of the opera's TV committee, said the project would "give some 200,000 people throughout the country the experience of coming into the Metropolitan's home."

Mr. Bliss said plans are still in the formative stage. It was learned that the Metropolitan has been negotiating with Theatre Network Television for such a program.

## Sawyer to Europe

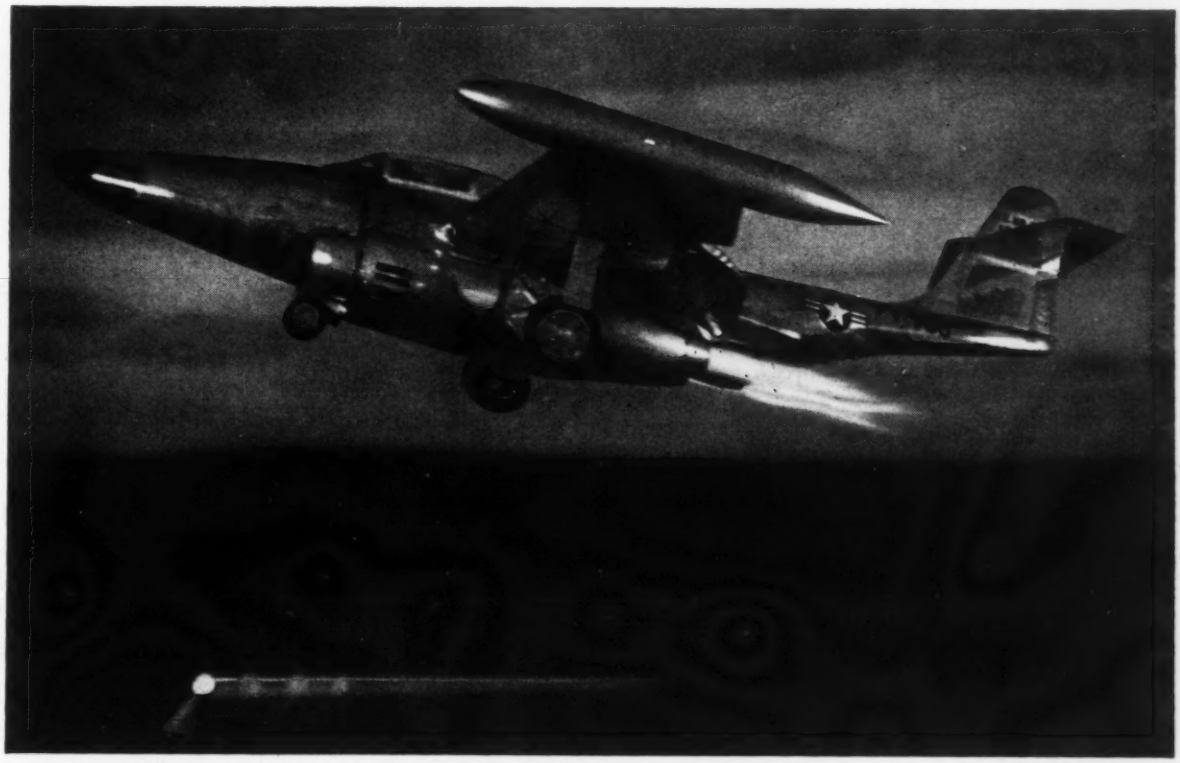
SECRETARY of Commerce Charles Sawyer left New York Friday for Europe to study business conditions. Secretary Sawyer, owner of WIZE Springfield, WING Dayton and WCOL Columbus, all Ohio, will be accompanied by Henry H. Fowler, director of the Office of Defense Mobilization, and other officials. He is expected to return late this month.

SUCCESS stories of people in show business are recounted in a new book by Henry F. Woods Jr., *How to Get the Breaks*, published by Wilfred Funk Inc., New York. Author is manager of Young & Rubicam's publicity department.


WHAT BETTER PLACE than here

*to hit your point of purchase? John Marsich, Kudner Agency, Inc., New York, is the top decision-maker who can't miss your advertisement if it's in the 1953* BROADCASTING YEARBOOK. *It works for you every working day of the year—the annual one-time shot campaign.*

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.



**NEW SCORPION F-89** jet fighter tucks in its wheels and climbs with afterburners blazing on night interceptor mission. Jet flames show how F-89 eats up fuel—around 8 times as fast as World War II fighters. Jet fuel consumption is just one of the many record oil needs met by U. S. oilmen every day.

# New Jets Gulp Fuel 8 Times Faster Than World War II Planes

## U. S. Oilmen Meeting Biggest Petroleum Product Demands in History

**Defense authorities** have issued an urgent call to U. S. oil companies for sharply increased supplies of jet fuel, as a result of greatly stepped-up air activity.

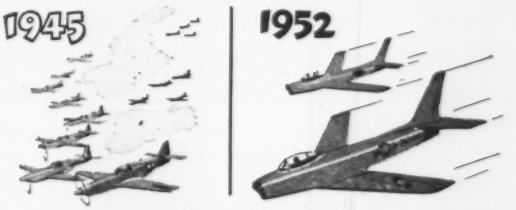
Since jet fuels are made from the same base stock as heating oils, this new demand adds to oilmen's present problems in meeting this winter's record heating oil needs. Motorists are also using more gasoline than ever before.

In spite of these sharply increased demands, U. S. oilmen are presently meeting all military and civilian needs. They are able to do this because they have constantly planned ahead, plowed back much of their profits into expansion, and taken great risks.

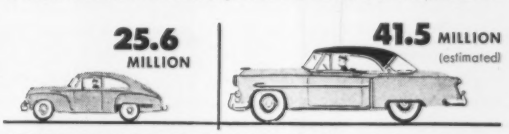
This is the only way America's demand for more and more oil can be met: under a system of free competition where privately-managed oil companies have a chance to stay in business by earning a profit while serving you.

**For a free, intriguing booklet,** "20 Questions," write to Oil Industry Information Committee, American Petroleum Institute, Box 14, 50 West 50th Street, New York 20, N. Y.

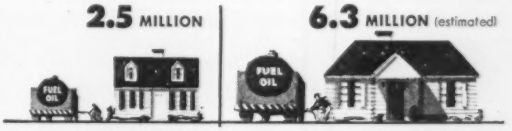
**SOME REASONS WHY U. S. OIL USAGE IS NOW AT ALL-TIME HIGH**




**2 JET FIGHTERS NOW USE AS MUCH FUEL AS AN ENTIRE WORLD WAR II FIGHTER SQUADRON FLYING SAME MISSION**




**PEOPLE TODAY OWN MORE CARS,** drive further than ever before. Car owners will use an estimated 27 *billion* gallons of gasoline this year—an increase of almost 109% since 1945.




**FAR MORE AMERICANS** than ever before now enjoy the comfort and economy of oil heat. Heating oil demand has jumped 103% since 1945.

# FCC RED TAPE *Working Unit Would Simplify Forms*

NEW steps to cut red tape out of FCC forms were taken last week by the Budget Bureau's Committee on Radio and Television Broadcasting, a unit of the Advisory Council on Federal Reports.

A series of changes in the FCC's annual financial report (Form 324) received committee sanction last Monday [B•T, Oct. 6]. The recommendations go to the Budget Bureau, which has complete power to regulate the record requirements of nearly all government agencies, including the FCC.

Monday's actions capped a decade-long series of cooperative steps involving the bureau, FCC and broadcasters. Ben Strouse, WWDC Washington, is chairman of the radio-TV committee.

Mr. Strouse

Currently on the committee's lists of projects is the FCC's May 14 order which would force stations to file reports to the FCC within 10 days after each refusal of consent for rebroadcast. While no action was taken last Monday because the FCC's rule has been stayed repeatedly in line with industry protests, the committee will be consulted before the Budget Bureau decides whether it will approve any FCC proposals that would require reports from stations or networks [B.T., June 16].

### NARTB Files Petition

NARTB last Tuesday filed a petition with the FCC asking it to grant a further stay of its order, slated to go into effect Nov. 1 (see story this issue).

The FCC's May order drew widespread protests from stations and networks. It became popularly known as the "legalized larceny rule" because it would put the burden on broadcasters to justify their refusal to give away programs to any broadcaster who wanted to rebroadcast them.

Under the Federal Reports Act of 1942 the Budget Bureau's approval is required any time FCC calls on stations to supply information. The bureau does not question FCC's authority from a policy standpoint but points out that a rule requiring information from broadcasters would be invalid without bureau approval.

The advisory council, which has just celebrated its 10th anniversary, is the central agency through which government contacts with business are cleared in an effort to ease the burden on those who must fill out federal forms. Russell Schneider is executive secretary of the council. David E. Cohn is the Budget Bureau's liaison on the radio-TV committee.

In the 10-year period, the radio-TV committee's activity has led to a reduction in the number of FCC application forms from 18 to eight, and from 379 to 52 pages. Originally the FCC forms were unsuitable for preparation of carbon copies and were difficult to process. Cooperation between FCC and the industry has brought about improvement and simplification of forms, benefiting both FCC and industry by making available more necessary information and reducing the cost and labor involved in preparation.

### Committee's Function

Mr. Cohn put it this way, "Our function is to weigh the needs of information against those burdens the needs impose on industry."

Last Monday's committee meeting was devoted principally to improvement of FCC's annual financial report (324). Under the committee's revision, applicants will be able to submit their own balance sheets to the FCC, providing the material prepared for their own use is substantially that in which FCC is interested.

This simple step will mean important savings to broadcasters, since it will not be necessary to have accounts draw up special balances just for this one FCC form. The old balance sheet covered many items considered of minor importance by the advisory committee. These included listing of items such as goodwill, prepaid insurance and others. Stations will be able under the revised form to lump many current asset items.

The Form 324 changes were discussed at the committee's June 10 meeting and submitted to FCC for suggestions. Most of the recommendations were accepted by FCC.

Still pending is a proposal to allow filing of reports May 1, a 30-day extension. The committee felt the present April 1 deadline is too close to the March 15 date for tax reports.

### Another Project

Another project before the committee centers around the filing of contracts affecting management. Present FCC requirements are fuzzy and indefinite, according to committee members, with broadcasters often feeling obliged to file large stacks of contracts in which the Commission has no interest.

The committee is now trying to find out just what types of contracts the FCC wants and then will draw up new language designed to clear up the confusion, with benefit to both government and industry.

In the last decade, the radio-TV advisory group has spearheaded hundreds of changes, with FCC cooperation. For example, the original CP application form required such detailed material as bank balances at the end of each year for four years, and each month for 12 months, from each principal. Bank references were required. Furthermore, each party had to include listing of assets and liabilities, with net worth. This has been simplified so each party must show ability to meet his obligations.

Budget Bureau officials point out that the government gets priceless technical advice without cost from leading figures in industry. The advisory council was formed in October 1942. Its membership embraces major business organizations. These are American Chamber of Commerce Executives; American Retail Federation; American Trade Assn. Executives; Chamber of Commerce of the U. S.; Controllers Institute of America; National Assn. of Manufacturers; National Industrial Council, as well as members-at-large.

Attending last week's meeting of a panel representing the radio-TV committee, besides Chairman Strouse and Messrs. Cohn and Schneider, were Kenneth Berkeley, WMAL Washington Leon Brooks, CBS; Arthur W. Scharfeld, president, Federal Communications Bar Assn.; Richard Steele, WTAG Worcester, Mass.; Gordon Hawkins, for Joseph E. Baudino, Westinghouse Radio Stations Inc.; Richard Allerton, Ralph W. Hardy, NARTB, and Elsie Caldwell of the committee staff.

First chairman of the radio-TV committee when it was formed a decade ago was J. Harold Ryan of the Storer stations. He was succeeded by Wayne Coy then of WINX Washington and now KOB Albuquerque, who resigned when he became FCC chairman in late 1947.

The full radio-TV advisory group consists of Messrs. Strouse, Baudino, Berkeley, Brooks, Scharfeld and Steele; Charles Barham Jr., WCHV Charlottesville, Va.; Carl J. Burkland, CBS Radio Sales; John Elmer, WCBM Baltimore; E. K. Jett, WMAR Baltimore; Calvin T. Lucy, WRVA Richmond, Va.; Gustav B. Margraf, NBC; Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va.; Thomas Tinsley, WITH Baltimore; Charles J. Truitt, WBOC Salisbury, Md., and C. T. Arney Jr., NARTB.

## Seeks Election STA

SPECIAL temporary authority to operate all night following national election day, tomorrow, was asked of FCC fortnight ago by WEEB Southern Pines, N. C., a 1 kw daytime outlet on 990 kc. "An approval of our request will make it possible for the people of this community to receive news of local election returns along with national returns," WEEB said, pointing out "ours would be the only primary signal rendered this section which is now without any nighttime primary service. The penetration of other signals is negligible and of poor quality in this area."

*MESSRS. Diehm, Rollo and Magee at the mountain party.*

* * *

## DIEHM PARTY

### *Timebuyers Are Guests*

TIMEBUYERS were guests of Victor C. Diehm, WAZL Hazleton, Pa., at second annual party given by the Pennsylvania broadcaster at Magee Museum, Bloomsburg, Pa. Guests were flown to the mountain site in a chartered plane.

Aiding Mr. Diehm in entertaining guests were staff members from WAZL; WHOL Allentown, Pa.; WHLM Bloomsburg; WIDE Biddeford, Me. Mr. Diehm is president of WAZL and managing consultant of WHLM as well as part owner of WHOL and of WIDE. Harry L. Magee is owner-operator of WHLM.

Guests included: Sally Reynolds, Scheidler, Beck & Warner; Frank Daniels, Lennen & Newell; Mildred Fulton, Biow Co.; Sid Hartzel, Lennen & Newell; Ethel Weider, Biow Co.; Tom McDermott, N. W. Ayer & Son; Adelide Hatton, Young & Rubicam; Joan Rutman, N. W. Ayer & Son; McDonald Dunbar, Ted Bates Co.; Dean Eger, Ed Fillion, Lou Moore, Robert Meeker Assoc.; John Purves, N. W. Ayer & Son; Sherwood Heath, Ruthrauff & Ryan; Lucy Kerwin, Kenyon & Eckhardt; Clyde Clem, NBC; Robert Carpenter, MBS; George Keet, Ketchum, MacLeod & Grove; Win Levi, BROADCASTING • TELECASTING; Reed Rollo, Washington attorney, and Phil O'Neil, Crolly Adv.

## WINCHELL SUIT

### 'Post' Files Summons

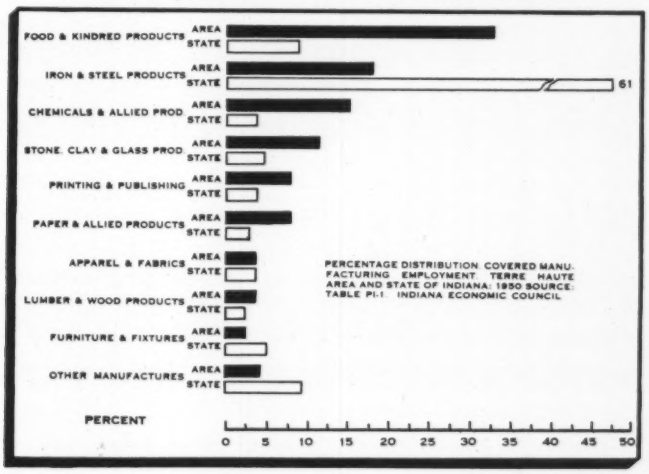
LIBEL proceedings were begun last week by the *New York Post* and its editor, James A. Wechsler, against commentator Walter Winchell, ABC and Gruen Co., which sponsors Mr. Winchell's broadcasts and telecasts, and against Hearst Corp. and King Features Syndicate, which publish and distribute, respectively, Mr. Winchell's newspaper column.

The plaintiffs, in a suit begun in Supreme Court, New York County, filed a summons directing the defendants to file notice of appearance by counsel within 20 days. The *Post* announced its intention to take legal action on Oct. 20 after Mr. Winchell's programs on ABC and ABC-TV the preceding day [B•T, Oct. 27].

# GROWING FAST!

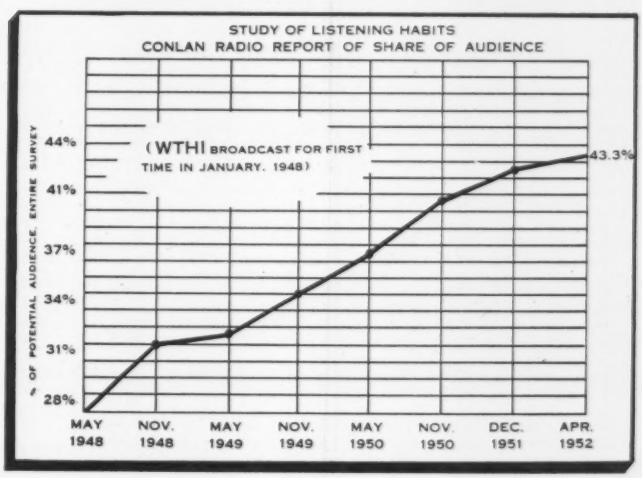
## TERRE HAUTE AREA

... Spearhead of Industrial Development over all of Indiana!


FOOD & KINDRED PRODUCTS
IRON & STEEL PRODUCTS
CHEMICALS & ALLIED PROD
STONE, CLAY & GLASS PROD
PRINTING & PUBLISHING
PAPER & ALLIED PRODUCTS
APPAREL & FABRICS
LUMBER & WOOD PRODUCTS
FURNITURE & FIXTURES
OTHER MANUFACTURES
AREA
STATE
61
PERCENTAGE DISTRIBUTION COVERED MANUFACTURING EMPLOYMENT TERRE HAUTE AREA AND STATE OF INDIANA: 1950 SOURCE: TABLE P1-1 INDIANA ECONOMIC COUNCIL
PERCENT
0 5 10 15 20 25 30 35 40 45 50

## CBS RADIO WTHI 1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!




... WTHI is your best medium in this

**RICH, GROWING and ISOLATED MARKET.**

OUR MOTTO: "Aggressiveness with Imagination"

## Libel Liability Haunts Broadcasters

*(Continued from page 23)*

fore air time, asserting it had no advance text to check for possible libel. The *Ohio State Journal* reported a "tornado of protest" at WTVN switchboards.

Some of the protests raised questions bearing on the political philosophy of Edward Lamb, owner of WTVN and other radio-TV properties. The *Journal* quoted one televiewer as asserting he had written to the McCarran (Senate) Internal Security Committee. No protests had been acknowledged by that group, the Senate Interstate & Foreign or House Un-American Activities Committees.

Walter McGough, WTVN sales manager, said he was advised by ABC in New York that "we would have to carry the speech at our own risk." He noted Sen. McCarthy was not a candidate in Ohio. Mr. Lamb issued this statement:

The rules governing political broadcasts are clear. A station may be held liable for libelous and slanderous statements even though the station is without power to censor the speech of the candidate himself. However, a non-candidate's speech can be examined for possible libelous statements. WTVN officials were merely enforcing the ordinary rules when they insisted on having copy of Senator McCarthy's speech for examination by the station attorneys.

There is no political preference shown in my stations even though I personally endorse Mr. Stevenson's candidacy. I suspect that the Republicans have had a vast majority of the broadcast time in this campaign. But every candidate must play according to the same rules.

Nor is there any element of free speech involved. I have defended hundreds of civil liberties cases. I dare anyone ever to point to a case where I, as attorney, newspaper publisher or broadcaster, have ever failed to be on the side of protecting the free exchange of ideas.

According to a spot check by AP, WTVN was the only TV outlet in the country to cancel the McCarthy speech after scheduling it. It also was reported that WTVN and WICU (TV) Erie, Pa., another Lamb property, had declined to carry Clare Boothe Luce's talk on communism on ABC-TV Oct. 26.

In the DuMont case, Col. C. A. Roberts, of the law firm of Roberts & McInnis, Washington, D. C., said he had filed a protest with FCC on behalf of that network, citing alleged network-affiliate practices with respect to political-casts. FCC advised him, he said, that more data is needed, and he has so obliged.

Citing clearance problems, Col. Roberts asserted DuMont has been frozen out of some one- and two-station TV markets despite a lower rate for time purchases. He questioned whether stations can legally refuse to carry DuMont network political programs and take those offered by another network with which it has primary affiliation. He said both parties have wanted to place time on DuMont but that the network was thwarted by station clearances in some instances, with affiliates claiming they had to maintain program balance.

### Novik's Objection

Question of clearances also was posed by Mr. Novik in New York.

Mr. Novik, who is radio consultant to the Liberal Party and the New York Volunteers for Stevenson, and special assistant to the chairman of the Democratic National Committee in addition to serving as consultant to the AFL, the ILGWU-AFL, and the UAW-CIO, wrote in a letter released Thursday night:

The principle of voluntary clearance for competing products, an established practice in our industry, has seemingly been forgotten during the furore of the closing days of the political campaign.

No one, in our business, thinks of scheduling a "Pepsi" spot after a "Coke" program. Yet, within the past week, network stations have aired Eisenhower spot announcements immediately after Stevenson programs: A clearcut violation of the concept of commercial clearance for competing products.

Due to the limited number of hours in the broadcast day it is patently impossible to avoid scheduling competing political programs in adjacent periods, especially during the hectic days at the end of a campaign. And even here the political purchaser knows that a competing political program is adjacent.

But the same situation does not prevail where "spots" and "breaks" are concerned. It is inconceivable and indecent for our industry to permit such incidents to occur; after all, why buy a program if the station permits the competition to reach your audience via spot announcement or station break.

This situation transcends party politics since it adversely affects every party. However, on behalf of the New York Volunteers for Stevenson, and on behalf of the Liberal party, I am asking you to consider this situation and to take whatever steps are required to end the practice of following a political program with a "spot" of a competing political group.

For unless it is ended, I have only two alternatives:

A. To file a protest in behalf of the New York Volunteers for Stevenson and the Liberal Party, against any station or network permitting such practice;

B. To purchase the adjacent "spot" or "break" to protect my client.

Mr. Novik reminded networks that the Senate Elections and Privileges Committee "has already announced its intention to hold public hearings on radio and television."

Because Mr. Novik is a consultant to the New York Volunteers for Stevenson, his charge was viewed in some quarters as another prong of the national volunteers group's protest over the so-called GOP spot "blitz." A spot program had been prepared for Citizens for Eisenhower Committee.

It was held doubtful Thursday whether the national group would re-pursue its complaint with the FCC before the approaching election. FCC refused to consider the original complaint which charged that large corporatons and stations had conspired to set aside choice time for the Republicans.

FCC did say it would consider any additional specific informaton and the volunteers embarked on a drive to elicit data from about 300 radio-TV broadcasters on the amount of time sold to GOP groups.

Whether the volunteers' protest has the sanction of Gov. Adlai Stevenson, Democratic Presidential nominee, was not known. In view of his glancing references to the GOP "blitz," it was presumed that he has given his blessing to the volunteers, to which he himself had contributed $5,000.

The Governor told his Madison Square Garden audience last Tuesday that the Republican "air attack" would be over soon and the "all-clear will be sounded."

District of Columbia Republicans branded the "blitz" report as a "hoax" and the Democrats continued their attack on media coverage and advertising agencies in general.

### $20,000 Spent

A report filed by the Citizens for Eisenhower-Nixon for the period Sept. 9-Oct. 22 showed a sum of $20,000 in disbursements to Ted Bates & Co., which undertook the original creative and production work on the citizens' spot program. The sum covered three payments.

The agency is not involved in the timebuying phase of this campaign. The citizens' group parcels out recordings and films to GOP state directors who, in turn, buy time through their agencies on local stations.

The $2 million figure was originally recommended by Ted Bates as part of a plan since discarded as inoperative. The plan called for "saturation" of some 63 counties in 12 "key" states lost to the GOP in 1948.

George W. Ball, executive director of the volunteers, claims there is evidence of such a "blitz," and has denied any attempt by his organization to harass or intimidate stations which carry the announcements—a charge raised in FCC, broadcasting and other circles.

Mr. Ball has acknowledged the "extremely cooperative" attitude of broadcasters in replying to the volunteers' questionnaires seeking time purchase data, and has said stations would be willing to offer equal time for a reply to the Eisenhower spots.

Many stations filed replies while others declined.


# In HANNIBALAND*
# THEY have money to spend!

* **HANNIBALAND**—*the large 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.*

**The population of the rich Hannibaland area is mostly rural. These are the folks who have the money to spend to buy your products. To sell 'em use the station they listen to most—KHMO.**

**KHMO reaches and sells the buying power of the 240,470 radio families who live in this large, 41 county area.**

**Make your selling job easy in the middle-west in Hannibaland — buy KHMO. Write, wire or phone KHMO or Pearson today for availabilities.**

**KHMO**

**Representative**
**John E. Pearson Company**
●
**Mutual Network**
**Hannibal, Missouri**

**5000 watts day ● 1000 watts at night**

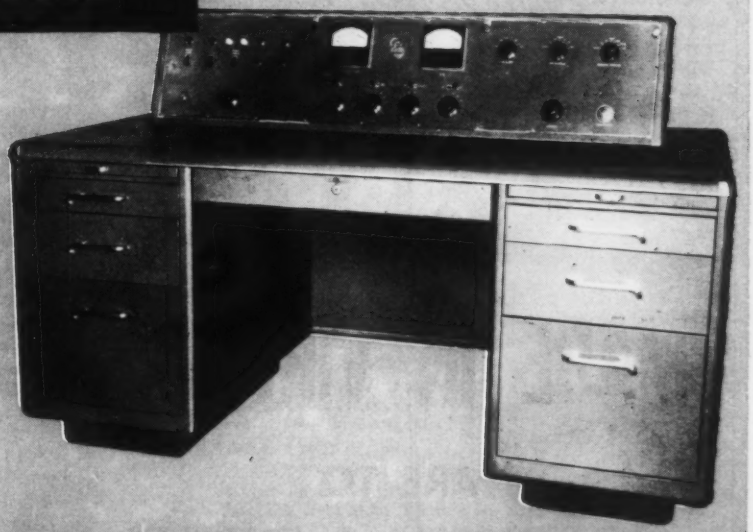
IDEALLY SUITED TO
DIRECTIONAL ANTENNA OPERATION

...The *Continental* Type 315
# 5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

The *Continental* Type 315-C
# CONTROL CONSOLE



This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

*Continental Electronics*
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Phone EVergreen 1137 Dallas 10, Texas

*GraybaR Distributed by *GraybaR ELECTRIC COMPANY
SINCE 1869 QUALITY
*REG U.S. PAT. OFF.
IN OVER 100 PRINCIPAL CITIES

## WBS PROGRAMS

### Holiday Slate Readied

WORLD Broadcasting System's affiliated stations soon will receive 12 Christmas and New Year programs and features for local sponsorship, World's vice president, Robert W. Friedheim, announced last week.

**Some of the programs and features: "Christmas Lane," half-hour dramatic show starring Pat O'Brien; 30 "Shopping Days to Christmas" songs featuring "The Jesters"; four half-hour holiday programs of music and continuity; "Sell Sounds," a variety of holiday sound effects and attention-getting devices; music selection guides for musical programs, starring Monica Lewis and Dick Haymes; special programs presenting holiday readings by show business personalities and seven Christmas and New Year's prayers read by Raymond Massey.**

## Retroactive Pay

SOME $1 million will be distributed to Hollywood film extras within the next couple weeks. Sum represents the retroactive pay provision contained in a Wage Stabilization Board-approved bargaining pact between Screen Extras Guild and the Assn. of Motion Picture Producers. Studios have been paying the basic wage increase since Sept. 21. Extras now collect in a lump sum the difference between the old and new wage rates retroactive to Oct. 25, 1951, the effective date of the guild's new contract.

## WGN CORN PICKING CONTEST

### Points Up Station's Farm Service Operation

POINTING up its farm service operation, WGN Chicago, 50 w clear channel station, co-sponsored the first mechanical corn picking contest in southern Illinois as a safety and public service promotion.

The competition, which took place Oct. 11 on a 640-acre farm near Bloomington, attracted an estimated 30,000 persons, most of whom, station officials believe, attended in direct response to on-the-air mentions.

Sponsored by WGN and the Bloomington-Normal Junior Chamber of Commerce, the contest brought together 23 downstate farmers to husk and pick corn along a four-tenths of an acre course.

Norman Kraeft, station farm service director who broadcasts nearly two hours of farm news daily, handled most of the broadcast originations. A temporary studio was set up atop two flatbed trucks, with Mr. Kraeft using a portable transmitter to relay on-the-spot reports from the corn fields more than a mile from the mobile unit.

Other staffers on hand were Bruce Dennis, program director; Jim Hanlon, publicity and public relations director; Don Coleman and Gene Filip, special events; Dick Coughlin and Butch Davis, farm service; Virginia Gale, woman's editor; Ernie Simon, Del Ward, Saxie Dowell and Frank Sweeney, station personalities, and Paul Risdorf, Dick Swan and Don Raydon, engineers.

Station officials are planning a similar contest next year.

*MISS ILLINOIS, Glenna Pohly, was WGN's official hostess at its corn picking contest. Other participants were (l to r) Messrs. Kraeft and Long.*

* * *

## PROFIT RATE

### FTC Releases Figures

REPORT on profit rates (after taxes) for 512 companies in 25 major industry categories was released by the Federal Trade Commission Oct. 22, comparing 1951 with 1940.

Categories showing lower profits last year compared to 1940 were cigarettes, cigars, smoking tobacco, wool carpets and rugs, soaps and cleansers, and motor vehicle equipment. Substantial increases were reported by companies engaged in production of paper and allied products, petroleum and refining, tires and tubes, and matches. Electrical machinery, equipment and supplies, with 63 corporations reporting, showed a percentage increase from 14.3% in 1940 to 15.2% in 1951.

## U. of Tampa Visit

BROADCASTERS and mayors of central and western Florida cities were guests Oct. 19 of the U. of Tampa, at Tampa, Fla. Guests included Roger Bennet, WDAE Tampa; Mr. and Mrs. H. D. Parker, WTAN Clearwater; Art Mundorff, WPIN Clearwater; Dick Bothwell, WTSP St. Petersburg; Robert Taylor, WONN Lakeland, and Mr. and Mrs. Max G. Kimbrel, WIPC Lake Wales. The university tour included a visit to the studios and control rooms of the college's radio station. Gail Potter, WFLA Tampa, assists in radio instruction at the university.

## IRTAC FORMED

### For International Exchange

FORMATION of an International Radio and Television Advisory Council, under sponsorship of the National Assn. of Educational Broadcasters, has been announced in New York. Object is the interchange of radio and TV programs, primarily for educational broadcasters but it is expected to be of value for the entire radio-TV industry. Members of IRTAC are:

**Peter Aylen, UN Radio; James Fisher-Northrup, Voice of America; Lt. Comdr. H. A. Spindt, Armed Forces Radio Service; J. Basil Thornton, British Broadcasting Corp.; Pierre Crennesse, French Broadcasting Corp.; Edward Bellemare, Canadian consulate; Hartney Arthur, Australian consulate; Max Tak, Netherlands consulate; John Embertsen, Norwegian Information Service; Licurgo Costa, Brazilian consulate; Sam Elfert, Israeli consulate; Philip Barbour, Radio Free Europe; Seymour N. Siegel, National Assn. of Educational Broadcasters.**

## On All Accounts

*(Continued from page 12)*

heard over 20 Ohio radio stations three times weekly for the past six years, has won a number of national awards and during one year was credited by the client for directly producing revenues three times the cost of the program.

Clients and their radio and television properties, to which he has contributed both as radio-TV director and as general manager, are:

Standard Oil Co. (Ohio), *Sohio Reporter*, radio and TV, and Cleveland Orchestra and *Midwestern Hayride*, both radio; Ohio Bell Telephone Co., *Ohio Story*, radio; Leisy Brewing Co., Cleveland Indians and *Premier Theatre*, both TV; Richman Brothers Co., radio and TV news and sports programs in 12 markets; National City Bank of Cleveland, *Today's Top Story*, with Ted Malone, TV; Perfection Stove Co. and Moloney Co., radio and TV spots; Gray Drug Stores, *News Parade*, TV.

Mr. Dailey and his wife, Virginia, have two daughters, Donna Lou, 11, Christine, 6, and a son, Robert J., 4. Hobbies are golf and home repair and handicraft.

## Cleveland Simulcast

CLEVELAND radio-TV stations combined to present an hour-long simulcast on behalf of the local Community Fund. Participating were Wayne Back, Walberg Brown, WDOK; Bill Mayer, Reg Merridew, Henry Pildner, the Karamu Quartet, WGAR; Bill Gordon, WHK; Bill Randle, Lee Sullivan, WERE; Johnny Andrews, Jake Hines, Jay Miltner, Seth Cary with staff orchestra, WTAM-WNBK (TV); Bob Dale, WEWS (TV), and Ted Malone, WXEL (TV).

IN attempt to prove that giving blood can be fun, the National Assn. of Gagwriters held a "Gagwriters Day" at the Red Cross Blood Donor Center, N. Y., Oct. 28.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ABOUT 25% OF ALL

SALES

MADE IN VIRGINIA

ARE TO

WDBJ LISTENERS

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS 94.9 MC
ROANOKE VA
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

## HEEBNER NAMED

### *Succeeds Ogden at Capitol*

APPOINTMENT of Walter S. Heebner as general manager of the Studio and Recording Service Sales Div. and the Broadcast Sales Div. of Capitol Records was announced last week by Glenn E. Wallichs, president of Capitol Records Distributing Corp. His office will be in Hollywood and he will report directly to William H. Fowler, CRDC's acting general manager.

Mr. Heebner

Mr. Heebner was with Capitol Records' Artists & Repertoire Dept. for the past year. He joined the firm after a decade with RCA Victor, where he was manager of the Custom Record Div. and later West Coast recording director.

In his new capacity, he absorbs the duties of Clifford Ogden, who resigned as vice president and general manager of Capitol's Broadcast Div. to become supervisor of NBC's West Coast TV films sales division [B•T, Oct. 20].

Mr. Wallichs said the appointment of Mr. Heebner is part of a plan to strengthen Capitol's position in the broadcast field.

## FTC Penalty Order

CIVIL penalty judgment has been obtained against Domestic Short-Wave Diathermy Co., New York, for violation of an order prohibiting false advertising, the Federal Trade Commission announced Oct. 23. FTC complaint charged that a diathermy device was misrepresented in radio, newspaper and other advertisements. Cease and desist order was issued by the agency on June 21, 1943. Penalty judgment of $20,038.20 was entered by Federal Judge Irving R. Kaufman of the U. S. District Court, Southern District of New York, when the respondent failed to answer charges of the violation. Principal in the diathermy firm is Maude S. Jaret.

## ALASKA BIRTHDAY

### Hailed by Territory Outlets

THE 85th anniversary of U. S. possession of Alaska was hailed Oct. 17 with simultaneous broadcast over all stations in the Territory, plus KVI Seattle.

Half-hour transcribed program was presented as a public service by the Alaska Steamship Co. and was arranged by its agency, Frederick E. Baker & Assoc., Seattle.

Program was rebroadcast Oct. 19 as one of the first shows of the new Midnight Sun Broadcasting outlet, KJNO Juneau.

## AWRT MEETING

### Program Creation Discussed

CHARLES C. CALEY, WMBD Peoria, Ill., general manager, represented management at a discussion on creating radio and television programs for sale before members at a meeting Oct. 24 in Chicago of the Illinois chapter, American Women in Radio & Television.

**Mr. Caley appeared with Peter Cavallo, radio-TV director, J. Walter Thompson Co.; Fred Killian, ABC-TV program director; Tom Elvidge, assistant program director, WGN-AM-TV; Judith Waller, NBC director of education and public service, and Beulah Karney, ABC radio - TV home economist, all Chicago.**

Meeting, which took place at the Normandy House, was planned by Josephine Wetzler, AWRT vice president and education director at WLS Chicago.

## FETZER EXPANDS

### *Staff Promotions Announced*

SERIES of executive promotions in connection with an expansion of Fetzer Broadcasting Co. has been announced.

Carl E. Lee continues as administrative assistant to the president in charge of all operations. Donald W. DeSmit Jr. becomes sales director of WKZO-TV Kalamazoo. Martin Giaimo is elevated to station manager of WJEF Grand Rapids.

John W. O'Harrow, besides his national sales duties, assumes special assignments for the company. Otis T. Gaston, account executive, broadens his sales activities to include administratve duties in national sales. Thomas P. White continues as local sales director.

Arthur E. Covell becomes transmitter technical supervisor and Francis L. Morse will be studio technical supervisor for WKZO and WKZO-TV. Bruce M. Glycadgis is given broader duties as technical supervisor of WJEF Radio. Harry E. Travis, radio and TV program director at WKZO-AM-TV, is in charge of expanding TV production. Ellsworth L. Tait becomes comptroller.

**NATIONAL NIELSEN-RATINGS***
**TOP RADIO PROGRAMS**
**EXTRA-WEEK**
**September 14-20, 1952**
**EVENING, ONCE-A-WEEK**

| Current Rank | Program | Current Homes % |
|---|---|---|
| 1 | Lux Radio Theatre (CBS) | 8.2 |
| 2 | Arthur Godfrey's Scouts (CBS) | 7.5 |
| 3 | You Bet Your Life (NBC) | 7.4 |
| 4 | Jack Benny (CBS) | 7.1 |
| 5 | Big Story (NBC) | 6.8 |
| 6 | Martin and Lewis (NBC) | 6.8 |
| 7 | Suspense (CBS) | 6.3 |
| 8 | This Is Your F.B.I. (ABC) | 6.1 |
| 9 | Doctor Christian (CBS) | 6.0 |
| 10 | Life with Luigi (CBS) | 6.0 |

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

**in this room...**

**there's no room for doubt**

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

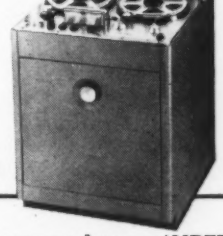
*Nor should you compromise with quality in the tape recorder you select.*

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

**AMPEX brings you these cost-saving operating advantages:**

Model 400A

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY**
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



Model 300

*If you plan for tomorrow, buy an AMPEX today*

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

# The "Sellingest" Station in the Nation

WCKY'S THE STATION
PROGRAMMED TO SELL

A Small Investment on WCKY Will Net You
TREMENDOUS DIVIDENDS IN *SALES*

Ask one of our **oldest** accounts . . .
**BULOVA WATCH—ON WCKY 13 YEARS**

OR

Ask one of our **youngest** accounts . . .
**GULF OIL—ON WCKY 3 MONTHS**

*The Answer's the Same*

**WCKY's the Station**
**Programmed to Sell**

**WITH FIFTY GRAND IN SELLING WATTS**

**WCKY . . . ON THE AIR EVERYWHERE • TWENTY-F**

XUM

# sell! SELL! SELL!

## WCKY Sells

BECAUSE

WCKY's operation is based on sound policies developed over 23 years under the same management . . .

Management that is always eager to learn . . willing to listen . . and quick to act.

Management that takes pride in the fact that in 23 years this is its **greatest selling year.**

**SELL ON WCKY WITH 50,000 WATTS**

**OF SELLING POWER**


CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

*or*

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

# editorial

## Prudent Programming

THE VOLUNTARY restrictions which WKZO-TV Kalamazoo, Mich., has imposed on crime programming and beer and wine commercials are a handsome example of self-discipline.

The example is the more significant for having been set by a station whose president, John E. Fetzer, is chairman of the NARTB-TV Code Review Board.

WKZO-TV has reorganized its schedule to confine crime shows to hours at which children are not apt to be in the audience and has limited the frequency and number of beer and wine commercials. The action was taken after a careful analysis of audience mail, and as such it represents the correct method of programming regulation, evolving from the will of the audience rather than the ukase of government.

We do not say that the WKZO-TV model should be precisely imitated by other stations, since conceivably the tastes of their audiences may differ from the attitudes of those who view WKZO-TV. The motivation behind the WKZO-TV restrictions, however, deserves praise. It combines self-discipline with enlightened self-interest.

## Here's a Proposition . . .

IT WILL be the natural reaction of the nation's newspapers to circumvent, with every wily resource at their disposal, the offer by Broadcast Advertising Bureau to underwrite the research costs of a conclusive test of radio's ability to move goods for retailers.

The local retailer has been kept so long as Exhibit A in the newspapers' private preserve that newspapers are bound to resent, as a poacher, anybody who wants to let Exhibit A out.

In the past, newspapers have regarded every radio development as a death threat to themselves and have reacted with more violence than objectivity. If they will but examine the purposes of the new BAB offer, they may find it possible to treat it calmly.

In making the offer, Kevin Sweeney, BAB vice president, pointed out that the 200 ARBI comparisons of radio and newspaper retail advertising effectiveness indicated that the two media "seem to complement one another and should be used together for maximum coverage" [B•T, Oct. 20].

These are not the words of a spokesman of one enterprise which hopes to kill off another.

We venture that the major test which BAB hopes a big store or retail chain will undertake (with BAB financing the research cost) would only prove out what already is indicated.

Now if newspapers really believe in their own promotion, they should not be seriously worried over the outcome of an honest job of comparative research. No one imagines for a moment that a comparative test would suggest the elimination of newspapers from a retailer's schedule.

What it would probably show is that the advertiser should distribute his budget between newspapers and radio, if he wants to get the most out of his advertising dollar.

Presuming that newspapers are interested in improving the efficiency of retail advertising and thereby strengthening the financial status of retailers in their communities, we suggest that newspapers not only should refrain from attacking the test which BAB proposes but indeed should actively assist in conducting it.

BAB's counterpart in the newspaper world is the Bureau of Advertising of the American Newspaper Publishers Assn. Why shouldn't the Bureau of Advertising, which has a much larger budget than BAB's, chip in on the expenses of the test and participate in supervising it?

It would be revolutionary, we must admit. But it would also be intelligent.

## Timing When it Counts

WHATEVER the outcome of tomorrow's elections, it is not mere optimism to hope that they will result in a clarification and improvement of the basic law governing political broadcasting.

In the 1952 campaigns, as in no others of the past, politicians realized the power of radio and television. What is more important, they began to understand the almost intolerable difficulties imposed upon broadcasters in an election year. Some of the difficulties were illustrated in the Volunteers for Stevenson complaint to the FCC regarding the alleged Republican blitz, the cancellation of a scheduled telecast by Senator McCarthy on KING-TV Seattle, the complaint to the FCC by the Progressive Party charging stations had violated the law by refusing to carry a speech by the Progressive Presidential candidate.

Enough of these problems have come up during this campaign to make politicians of both major parties acutely aware that an overhauling of the political broadcasting law is needed before another political season arrives.

We have reason to believe that at the next session of Congress the legislators will be receptive to suggested changes in the law. There will be a chance for broadcasters to present their case to a far more interested audience than they have heretofore been able to summon in either House or Senate.

It is a chance they cannot afford to squander. They must begin work now on proposed legislation which will improve their own lot in political years and yet will be acceptable to Congress.

At the last session, it will be recalled, at least four different amendments to the political broadcasting section of the Communications Act were offered, but none survived. For the long-run benefit of broadcasters, it is probably just as well that all these pieces of legislation died, for although each had its own merits, each also had defects that could have added to the broadcasters' burdens.

All had one characteristic in common. They were drawn up in haste and without adequate consideration.

The next proposal to correct the law must not suffer from these shortcomings. If work is begun at once on framing proposed legislation, there will be time to prepare it carefully for introduction at the next session.

It is a job which should be given highest priority by the NARTB and the most skillful and experienced legal advice it can draw on. For once, the Congress will be not only willing but actually eager to listen. What it hears had better be good.

# our respects to:

JOYCE CLYDE HALL

THE "HALL" in the Hallmark Greeting Card Co. is a rangy, soft-spoken individual who set out to create a brand-name preference for his firm's product despite warnings from the experts that his advertising dollar would benefit—not only his own Hallmark cards—but those of the entire greeting card industry.

But Joyce C. Hall knew what he was about and with steady growth, his company by 1943 was the unchallenged leader of the industry. Hallmark employs more than 2,800 persons at its main headquarters in Kansas City, Mo., and at branch plants in Kansas and Missouri.

The Hallmark president had requested three of the nation's leading advertising agencies to survey the market for him. The agencies came to the conclusion that a greeting card was such a personal thing—an expression of friendship and sentiment—that it would be hard to advertise a brand name effectively.

President Hall recalls: "They said our advertising also would benefit other greeting card publishers, but we felt this was all right. For in addition to establishing a brand-name preference for Hallmark Cards, we were interested in building up the quality greeting card market—a development that we felt had to go hand-in-hand with the progress of our company."

Network radio was chosen by Mr. Hall to tell the story of Hallmark Cards to the nation, after his careful review of all media. Mr. Hall says:

"Our first radio program was the *Tony Wons Show*, on which Tony Wons read poetry—and sentimental verses from Hallmark Cards. The show was a definite success. Tony Wons acquainted millions of Americans with the variety, beauty, convenience and good taste of Hallmark Cards."

A number of radio programs since then have been sponsored by Mr. Hall's company, including the *Charlotte Greenwood* show, the wartime *Meet Your Navy Show*, the *Hallmark Radio Readers' Digest* and the current *Hallmark Playhouse* (CBS Radio 9-9:30 p.m. Sunday).

This month, on Nov. 23, the *Hallmark Hall of Fame* returns on NBC-TV, replacing the summer television program, *Hallmark Theatre*. *Hall of Fame* dramatizes high points in the lives of famous persons. During the past season on two occasions Hallmark sponsored the hour-long *Amahl and the Night Visitors*, composed and directed by Gian-Carlo Menotti. The opera's Christmas Eve performance re-

*(Continued on page 96)*

# HERE'S WHAT YOU GET FOR A BUCK IN NEW YORK!

***For every dollar you spend on New York radio stations, you reach***

# 2700 homes on WOV

**2564 homes on Independent Station A**
**2564 homes on Independent Station B**
**2380 homes on Network Station A***
**2000 homes on Independent Station C**
**1886 homes on Independent Station D**
**1333 homes on Network Station B**
**1136 homes on Network Station C**
**1076 homes on Network Station D**
**883 homes on Independent Station E**

**Based on minimum published rates for one minute daytime announcements and station's own coverage claims. Ratings by Pulse, Inc. Detailed information on request.**

* Station breaks only

Originators of *Audited Audiences*
WOV NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

# front office

A. INMAN MARSHALL Jr., salesman, WSYR Syracuse, promoted to manager of radio sales. WILLIAM R. ALFORD named director of sales for WSYR-AM-TV.

ROBERT J. BUROW, general manager of WDAN Danville, Ill., assumes additional duties as business manager of *Commercial-News*, licensee of station.

BLAYNE BUTCHER, former radio-TV director, Newell-Emmett, N. Y., to WHUM-TV Reading, Pa., as general executive.

Mr. Butcher

ROBERT J. BODDEN, general manager, WRDB Reedsburg, Wis., has resigned.

ROBERT L. KRIEGER, account executive, WQXR-AM-FM New York, named to newly-created post of assistant commercial manager.

SIDNEY McINTOSH, commercial manager, KTFY Brownfield, Tex., to KLVT Levelland, Tex., in similar capacity.

RICHARD RICKER and EDWIN WEISHELBAUM, *Chicago Tribune* classified, to WGN-TV Chicago sales.

BILL HALL, KATL Houston, to KLBS same city, as commercial manager.

EDWARD L. KOENIG, account executive, BBDO, L. A., to KECA-TV that city in same capacity.

CHESTER C. SHORE, formerly with Washington, D. C., law firm of Cohn & Marks, has opened his own office there at 1025 Connecticut Ave. Telephone is Republic 3309.


be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WWNR (b) 1000 W. BECKLEY, W. VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS


DALE ROBERTSON appointed general manager of WENT Gloversville, N. Y.

JOHN ROSSITER, general manager, WTVN (TV) Columbus, Ohio, to WJTV (TV) Jackson, Miss., in same capacity.

DON RICH, account executive, WOND Pleasantville, N. J., appointed representative at station's newly opened New York office in Suite 903, 1564 Broadway. Telephone is Judson 6-5547.

TERRY MANN, account executive, appointed sales manager, KHJ Los Angeles. He succeeds LEON WRAY, resigned to become Intermountain regional sales representative for Ziv TV Programs, with headquarters in Denver.

Mr. Mann

TED WORK, WBTM Danville, Va., to WNAV Annapolis, Md., as manager of station's Laurel, Md., studio.

CHARLES BERNARD, radio department of Music Corp. of America, N. Y., to sales staff of WJZ New York.

RALPH BROITMAN, Benton & Bowles, N. Y., to research and promotion staff of Headley-Reed Co., N. Y., station representation firm.

O. L. TAYLOR Co., station representative firm, appointed to represent KTBC-TV Austin, Tex., slated to start operation Dec. 1.

## *Personals . . .*

WILLIAM M. SAVITT, president and co-owner, WCCC Hartford, Conn., presented 1952 Citizenship Award by Jewish War Veterans. . . . JOSEPH H. McCONNELL, NBC president, named to head Salvation Army's 1953 fund-raising appeal in Greater New York.

HAROLD SEGAL, sales staff, WORL Boston, Mass., is teaching course in Radio-TV Promotion and Sales at Communication Arts Div., Boston U.

LESLIE C. JOHNSON, general manager, WHBF-AM-TV Rock Island, Ill., re-elected vice president of state Chamber of Commerce. . . . ROLAND T. KAY, account executive, Columbia Pacific Radio Network, named director of Los Angeles Welfare Council, representing Boys Club of America. . . . ROBERT BEAUCHEIN, sales staff, WHBF Rock Island, Ill., father of girl, Michele. . . . LOUIS E. SMITH, WOAI-TV San Antonio sales staff, father of boy, Louis Jr. . . . GILBERT L. BOND, manager, KVSM San Mateo, father of girl, Cynthia Ann, Oct. 13.

## LAB TO CONVENE

### Thursday at New Orleans

FALL MEETING and election of officers of the Louisiana Assn. of Broadcasters is set Thursday in New Orleans, according to LAB President George H. Thomas, KVOL Lafayette. The meeting will close with a dinner dance at the Jung Hotel that evening.

Featured speakers will be Carl Haverlin, BMI president; Richard P. Doherty, NARTB Employe-Employer Relations director; Henry Clay, NARTB Sixth District director, KWKH Shreveport; Max Thomas, Louisiana Press Assn. president; Thad Holt, WAPI WAFM-TV Birmingham, and others.

## WLIB Block Increase

WLIB New York has revealed that business for its Negro programming block is up 29% for the third quarter of this year as compared with the same period last year. New accounts for the Negro programming, which runs from 7 a.m.-12 noon daily and 2-6 p.m. EST Saturdays, include Grove Labs., Miles Labs., Red Cross Salt and Black Draught Cough Syrup.

## *PSI-TV PLANS*

### *Setup Nears Completion*

PHYSICAL organization of PSI-TV will be completed as soon as production studios in New York and Hollywood are acquired, Paul White, president, announced Tuesday before leaving for a business trip to Europe.

"Our schedule is well ahead of that announced two years ago," Mr. White said. "We are in negotiations for studios in Hollywood and New York. In addition to executive offices in New York, we have a separate film center, also in New York, and sales offices in Boston, Chicago, Beverly Hills and London."

Mr. White said PSI-TV had completed arrangements with Gayelord Hauser, author and lecturer, for a new series of quarter-hour TV films and radio transcriptions. Another PSI-TV film series, *Play of the Week*, will go into production shortly, Mr. White added.

While in Europe, Mr. White will inspect first rough cuts of *Orient Express*, a film series being produced on location in Berlin, Paris, London, Rome and Istanbul, and also plans to arrange for distribution of his company's film series in England.




XUM

## Network Election Plans

*(Continued from page 27)*

later under sponsorship of Admiral Corp. Heading overall operations will be Thomas Velotta, vice president for news and special events at ABC radio, assisted by John Madigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events.

Forty commentators, comprising a radio-TV team, have been lined up for the night, including Walter Winchell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret McBride, Martin Agronsky, Dr. George Gallup, Paul Harvey, Quincy Howe, George Sokolsky, Ted Malone, Leo Cherne and Walter Kiernan. ABC will have a staff of 300 at its New York headquarters.

### DUMONT

DuMont will use CBS-TV's Westinghouse coverage of the election on its three O & O stations plus WGN-TV Chicago, beginning at 9 p.m. From 8:30-9 p.m. election night, DuMont will present the *Keep Posted* forum program with Martha Rountree and Lawrence E. Spivak as moderators. Archibald Crossley, John Roosevelt and James A. Farley will discuss the topic, "Who Will Win — Eisenhower or Stevenson?"

Election night broadcast will be made available by all networks to Armed Forces Radio Service for transmission to U. S. troops overseas and to all naval vessels at sea.

Returns will be broadcast all over the world in 46 languages, starting at 7 p.m. Tuesday and continuing to Wednesday morning, by the Voice of America. A staff of 300 announcers, reporters, technicians and special correspondents will assemble material and broadcast it from headquarters in the General Motors Bldg. in New York. The Voice will have at its disposal the facilities of the major press services and radio networks. Special repetition patterns have been worked out for broadcasts beamed behind the Iron Curtain, to circumvent Soviet jamming.

Other broadcasts around the world will be over the short-wave station, WRUL Boston, starting at 7 p.m. and lasting until 5:30 a.m. Wednesday. The program will be presented on three wave lengths: 6.015 mc in the 49 meter band, which beams directly to Europe, and 9.585 mc in the 31 meter band and 11.79 mc in the 25 meter band, which are beamed at the western hemisphere especially, but reach other areas of the globe, including parts of Africa.

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GENERAL Foods Corp., New York, has announced net sales for six months ending Sept. 30 were $324,243,438 compared with $283,640,951 in same period of 1951. Six month net earnings were $11,032,097 equal to $1.91 per common share as against net earnings of $8,613,071 or $1.47 per common share in the same period last year.

# 770 KC CASE

### WJZ Again Petitions FCC

WJZ New York has petitioned FCC to reconsider its Sept. 30 action further extending the special service authorization of KOB Albuquerque to operate on WJZ's clear channel 770 kc [B•T, Oct. 6]. ABC's key outlet, WJZ urged the Commission to end the 11-year "temporary" tenure of KOB on 770 kc by requiring it to return to 1030 kc, its licensed channel on which it has not operated in order to protect WBZ Boston.

KOB's frequency problem grew out of the 1941 reallocation of U. S. standard stations according to the provisions of the North American Regional Broadcasting Agreement. FCC's Sept. 30 action also included consent to amendment of KOB's application to show Time Inc. and ex-FCC Chairman Wayne Coy as new owners and removal of the case from the pending file to proceed "as expeditiously as possible" to render a proposed decision.

WJZ requested that (1) the six-months' extension of the SSA for KOB be set aside; (2) KOB be ordered to return to 1030 kc (with such extension for 48 hours on 770 kc as may be needed to adjust KOB's transmitter); (3) that the 770 kc record compiled in 1945 be dismissed or returned to the pending file to await a decision in the clear channel proceeding; and (4) KOB and WBZ be ordered to show cause why they should not afford each other substantial protection on 1030 kc. The 1945 hearing involved KOB's bid for regular license on 770 kc.

### Cites Court Opinion

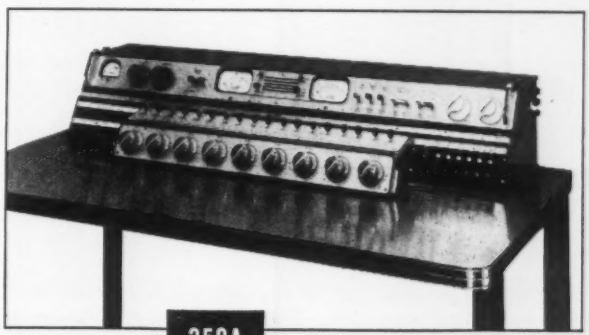
WJZ pointed out that the court opinion of July 19, 1951, which remanded the KOB case to the Commission, "makes it clear that the Commission has adequate legal authority" to return KOB to 1030 kc "'temporarily' even over WBZ's protest," pending solution of the case.

A "more permanent solution (pending the outcome of the clear channel decision)," WJZ's petition said, "would be to order KOB and WJZ to show cause why they should not modify their operations to provide substantial protection to each other. . . . Both WBZ and KOB would in this way be able to serve substantially the same areas they now serve."

WJZ explained "the costs to KOB of adding one tower and to WBZ of moving one tower" to effect the mutual protection "would be insignificant compared with the losses which KOB's illegal operation has caused WJZ over the past 11 years. Such operation on 1030 kc would be in accordance with all Commission rules and would not require further 'exceptional' action. It would not prejudge the clear channel case. It would carry out the court's mandate calling for a prompt solution expeditiously reached."

WITH EFFICIENT NEW ALTEC CONSOLES

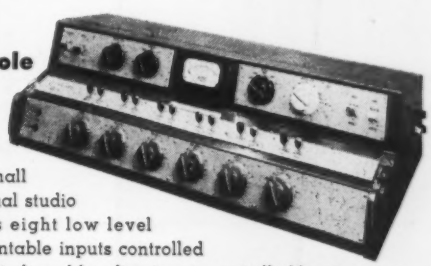
The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and *completely* self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.



**250A console** For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝"x4¼"x9". The line amplifiers and power supplies are 2⅜"x4¼"x9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs } (mix 4 simultaneously)
4 utility inputs }
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)

**230B console**



The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC LANSING CORPORATION
Distributed by GrayBar
9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

## OBA FALL MEETING

### Chairman Walker to Speak

FCC CHAIRMAN Paul A. Walker, honorary member of the Oklahoma Broadcasters' Assn., leads the list of speakers to address the association's fall meeting in Norman, Nov. 18-19.

Special sessions are planned on sales, announcing, news, sports and community relations. Broadcast executives are urged to bring along members of their staffs in order that they may attend the workshop sessions. Allan Page, KSWO Lawton, Okla., and president of the association, suggests early registration be made with John B. Freeman, of the U. of Oklahoma.

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NIMO PAUL, creative musical head of Phil Davis Musical Enterprises, N. Y., has just completed a symphonic poem entitled "The Cycle."

## air-casters

**JERRY LEE PECHT** appointed program director, KFMB San Diego.

**LYNN MORROW,** director of public relations, WTVJ (TV) Miami, named to new post of merchandising director there, assisted by **GENEVIEVE ANN GEISS,** director of media, Grant Adv., Miami.

**LEO GUILD,** national syndicated columnist, Warner Bros., Burbank, to KLAC-AM-TV Hollywood, as publicity director.

**PHIL ALAMPI,** farm director, WJZ New York, named to National Garden & Home Food Preservation Advisory Committee to serve for 1953.

**YOLANDA TINI,** Westinghouse Corp., to accounting department, KYW Philadelphia. **CHARLENE MacGOWEN,** WCAU that city, to KYW merchandise staff. **BETTY DAVIDSON,** *Philadelphia Evening Bulletin,* to KYW program department.

**BERNIE LaPLANTE** appointed sales promotion manager at WTAG Worcester, Mass., succeeding **ED QUINN. JEANETTE BELTZ** added to WTAG staff as special program assistant on *Julie n' Johnny* show.

**EDDIE WAITKUS,** Phillies baseball player, to sports staff, WPTR Albany, N. Y.

**ANNE HAYES,** director of women's activities, KCMO Kansas City, named first national honorary member by American Women's Business Assn.

**JEAN HERSHOLT,** star of CBS Radio *Dr. Christian,* named to Christmas Seal Fund Committee of L. A. County Tuberculosis & Health Assn.

**LARRY SAUNDERS,** announcer, WRVC Norfolk, Va., to announcing staff, WHYU Newport News, Va.

**ALLAN BERG,** program director, KALI Pasadena, to KRKD Los Angeles, as staff announcer and disc m.c.

**JOAN SPENCER** to music library, KSFO San Francisco.

**JIM AYCOCK,** program director, WMFC Monroeville, Ala., to announcing staff, WABB Mobile, Ala.

**HOWARD TINLEY Jr.,** announcer, WBTM Danville, Va., to WREV Reidsville, N. C., in same capacity.

**JOAN MILLAR** to WMTR Morristown, N. J., as advertising copywriter.

**CLAUDE MERRITT** to cast of *Radio Rodeo* on WOAI San Antonio, as featured vocalist.

**HELEN STROHM,** Hollywood juvenile radio actress, assigned role of Kathy on NBC radio *Father Knows Best.*

**DORIS FOLK,** traffic coordinator, KGO San Francisco, to KVSM San Mateo, in similar capacity. **EDYTHE TRIMBLE BENNETT,** commercial program director, WDSU New Orleans, to KVSM as Barbara Allen on *Barbara Allen Show.*

**PAUL MASTERSON,** disc m.c., KECA Los Angeles, father of boy, Paul Curtis, Oct. 22.

**STEPHEN R. CALLAHAN,** assistant chief of programming branch, AFRS Hollywood, father of girl, Teresa, Oct. 18.

**WILLIAM FROUG,** CBS Radio network program supervisor in Hollywood, father of girl, Oct. 23.

**DICK SMITH,** program director, WORC Worcester, Mass., and Virginia Brown were married Nov. 1.

### News . . .

**PHIL BROOKS,** KRKD Los Angeles disc jockey, appointed news editor.

**BEN OMAN Jr.,** WORD Spartanburg, S. C., to WTAG Worcester, Mass., on news staff.

**ED HAAKER,** NBC foreign correspondent headquartered in Germany, to network's Western Div., Hollywood, as newscaster.

**JEAN LEWIS,** Mutual Central Div. press writer, and Harold R. Krefting were married in Chicago Oct. 4.

## 'JUKE BOX'

### WSB Polls Listeners

WSB Atlanta, Ga., reports "amazing success and significant results" after applying a "Juke Box" radio concept to the program preferences of its listeners. The idea may even revolutionize program scheduling practices, the station feels.

WSB launched the experiment Oct. 13, asking listeners to phone in their preferences by program category between 5 and 9 p.m. for use at a later hour. Station reported total of 1,275 calls, with mystery-adventure and classical music formats running one-two. Sole promotion consisted of chain-break announcements at half-hour intervals until 9 p.m.

Elmo Ellis, WSB program director, claimed results indicated people are "more interested in programming than they have had a chance to show." He termed the experiment an "ideal method" for programming schedules and said it goes a step beyond the ordinary survey.

"It gives you a chance to determine the success of a program idea before its presentation," he noted.


*Advertisement*

# Baked beans in Boston--chili con carne in Texas

To capitalize on regional tastes and preferences spot radio does a job, say Printers' Ink Editors.

Since the release of *Printers' Ink's* "National Spot Radio" report, radio stations across the country have solicited and sold spot campaigns to many local, regional and national advertisers.

Reprints of this remarkable study are now in the hands of hundreds of Radio executives. And advertisers tell us that it has helped them to a better understanding of your medium.

In it our editors listed ten specific ways to use Spot. Specific No. 5, "To capitalize on regional tastes and preferences," points out clearly the differences every advertiser encounters. Baked beans sell well in Boston, but if you happen to make a good dish of chili con carne, Texas is a good place to start.

In the Far West sport clothes are worn for work and play. Everybody wears seersucker clothes in New Orleans, but you don't see many suits of this material in New York. Spice sales in California are about twice the sales in the Middle West. They like their groceries hot out there.

Even programming changes from market to market. On a 500-mile trip in any direction your car radio will bring you a variety of shows. "Often one section will prefer one radio personality or type of programming, and will turn a deaf ear to the darlings of other areas," wrote our editors.

Bob Kenyon

Any station, anywhere, that has not settled down to telling our readers regularly about its station and market (more than 16,000 of our circulation are buyers of advertising) is in for a real surprise.

In *Printers' Ink,* the Voice of Authority, you can tell the advantages of a spot schedule built and released to capitalize on the tastes of your own region. Here, in one magazine, you can tell your story week after week, at a modest cost, to the *buyers* of advertising. Here, in one magazine, you plow up the market for your representatives and make your direct mail more effective.

We are ready to help you add new customers to your present list of successful accounts. When may we call and tell you our complete story? Contact any of our five offices, or write me direct.

ROBERT E. KENYON, JR.
Advertising Director

P.S. If you haven't yet seen the National Spot Radio reprint, I will be glad to send you one without charge. Additional copies 50¢ each.

**Printers' Ink** • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London



GRADE A—100% PURE

# Vermont Maple Syrup

1952 Crop—Ideal for Christmas Gifts

Hot-packed • Vacuum-sealed • Safe to store anywhere

Gallons ..... $6.50 Quarts ..... $2.00
Half-Gallons ..... $3.50 4 Quarts in Carton $7.00

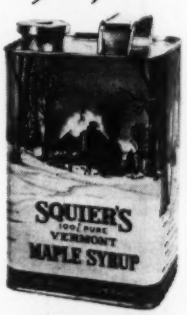
Many firms ship our syrup to their gift lists annually.

F.O.B. Waterbury, Vt. Check with order, please.

We fill all gallon orders with two ½ gallon cans. Easy to refrigerate when opened. Beautiful Lithographed Containers—Gift Cards.

Order forms will be rushed showing shipping charges to all states.

MONEY-BACK GUARANTEE OF SATISFACTION
NO ORDER TOO LARGE. NONE TOO SMALL




L. E. & G. R. SQUIER, Waterbury 6, Vermont

## Open Mike

*(Continued from page 18)*

date should now be "early 1953."

It is seldom that you give anyone an opportunity for a display of righteous indignation by even your minor omissions. Perhaps it is your own high standards that generate a desire by your readers to add or correct?

*James L. Rubenstone*
*President*
*Trans-American Television Corp.*
*Philadelphia*

* * *

### Fry's Fan

EDITOR:

There is no doubt that your story in the Oct. 27 issue was correct in stating Governor Stevenson's use of radio and television has been more effective than General Eisenhower's.

I had thought that this was probably due in the main to the superior skill of Ken Fry of the Democratic National Committee. Regardless of our political leanings, I think those of us in the business must admire Mr. Fry for his sensitive, imaginative and brilliant use of radio and television. I feel he has set new standards.

*J. C. Dine*
*Dir. of Public Relations*
*Ziv Television Programs Inc.*
*New York*

* * *

### Political Pitfall

EDITOR:

The [implication] of favoritism in the current Presidential campaign . . . recalls to my mind a mess that I once innocently found myself involved in.

We had a local option election coming up in a West Texas county back in 1938. I, as commercial manager of a radio station, was approached by the wet forces who sought to purchase all available spot announcement and program times. . . . This group was told by me that the dry forces would have to be furnished with the same facilities to argue their side, that the time would have to be divided equally on a commercial basis.

The drys finally contacted me, heard the story, leaving my office saying they would be back to contract for the time periods. This they never did. When the set deadline was reached, a contract was consummated with the wets.

Then all hell broke loose.

The drys hit the streets with thousands of circulars containing a statement that our station had sold out to the wets, had refused time to the drys. . . . The prohibition forces of America, the Anti-Saloon League of America, the WCTU and the late Senator Shepherd of Texas, another leading prohibitionist, were brought to join the fight against our 100 w outlet. Through Senator Shepherd's effort, we received a "show cause" citation from the FCC. . . . There was plenty of anxiety before the whole mess was finally lived down. . . .

*C. M. Garnes*
*WSAV Savannah, Ga.*

* * *

### Great Day

EDITOR:

. . . KFNF had complete coverage of the biggest day that Shenandoah has ever experienced. We not only had the President of the United States as a guest of the annual Harvest Jubilee, to ride in our parade and make a speech, but we also had his bitterest rival and opponent [Sen. Robert A. Taft] to duplicate his actions, nearly, on the same day, in the same parade and on the same platform.

To my knowledge nothing like this has ever happened to a town before—especially a town of this size. Our cup would have been running over if we could have had them meet. But I suppose you can't have everything. . . .

*Wip Robinson III*
*News Editor*
*KFNF Shenandoah, Iowa*

* * *

**Now!--you can get "buy Appeal" from bells**

The world-famous bell tones of "Carillonic Bells" can be a "soundmark" for your station with the new "Schulmetronic Radio Bells."

Bell music can help you sell air time. Sponsors and prospects easily recognize the added appeal of musical spots played with bell melody. Quicker attention can be secured for station breaks and commercial lead-ins.

You can put pleasing punch in station identification; seasonal and patriotic programs; religious periods and time-strikes. "Schulmetronic Radio Bells" are easy to operate. They play up to 25 strikes of any six notes in melodious pattern, sounding once or repeating as you desire—at the touch of a button.

**HERE'S WHAT ONE STATION SAYS—**

"The Schulmetronic Radio Bells are used daily over the air by WFIL-TV. The characteristic ring carries its own identification for WFIL-TV while serving to reinforce the announcer's words and doubly impress on the audience the identity of the station to which they are tuned. At the same time the bells bring the visual to life, seeming to ring from the tower of the Philadelphia Inquirer Building, the picture of which, is an important feature of our visual station identification.

"We are exceedingly pleased with the bells. Their beautiful tonal quality is an artistic, as well as an electronic triumph."

(Signed) Felix Meyer,
Mgr. of Operations WFIL-Television

*For further information, write for folder "The 'Soundmark' of Your Station." Or, just fill in the coupon below:*

Schulmetronic RADIO BELLS

SCHULMERICH ELECTRONICS, INC. • CARILLON HILL, SELLERSVILLE, PA.

Schulmerich Electronics, Inc.
94139 Carillon Hill, Sellersville, Pa.

Please send me copy of your folder "The 'Soundmark' of Your Station." There is no obligation on my part.

Name.....
Station..... Position.....
Address.....
City..... Zone..... State.....



An hour a week on WLS

(see inside front cover)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

## KNEW COMPLAINT
### Against KXLY-TV Tower Site

COMPLAINT against permitting use of Mt. Spokane, 25 miles north of Spokane, Wash., by KXLY-TV [AT DEADLINE, Oct. 27] is based on two premises, according to the papers served on the Ed Craney-Bing Crosby TV grantee by applicant KNEW. It was held that construction of a TV tower would mar the beauty of the state-owned park, and also that the Browne Mt. site chosen by the KNEW applicant is superior to the Mt. Spokane site in coverage of the Spokane area.

In addition to KNEW, plaintiffs include a Mr. and Mrs. Sidney W. Streeter, owners of Browne Mt., which KNEW optioned for its TV site. If KXLY-TV is successful in transmitting from Mt. Spokane, KNEW said that it would have to join KXLY-TV there, due to the prestige involved. This would damage Mr. and Mrs. Streeter, in that they would lose their opportunity to sell their property because of competition from the state, the complaint stated. The summons and complaint were filed in the Washington State Superior Court in Spokane.

### FCC CALL LETTER ASSIGNMENTS

**AM Stations: WRMA Montgomery, Ala.** (The Southland Bcstg. Co. of Montgomery, Ala., 950 kc, 500 w daytime; B•T, Aug. 25); **KBHS Hot Springs, Ark.** (Resort Bcstg. Co., 590 kc, 1 kw daytime; B•T, Oct. 13); **WKSB Milford, Del.** (The Kent-Sussex Bcstg. Co., 1280 kc., 500 w daytime; B•T, Oct. 13); **WBTW Bartow, Fla.** (William Avera Wynne, 1460 kc, 1 kw daytime; B•T, Sept. 1); **WIMO Winder, Ga.** (Winder-Monroe Bcstg. Co., 1300 kc, 1 kw daytime; B•T, July 21); **KPIG Cedar Rapids, Iowa** (Cedar Rapids Bcstg. Corp., changed from KWCR); **WXOK Baton Rouge, La.** (Capital City Bcstg. Co., 1260 kc, 1 kw daytime; B•T, Sept. 29); **WPTX Lexington Park, Md.** (Patuxent Radio Inc., 1570 kc, 1 kw daytime; B•T, Oct. 20); **WMDC Hazelhurst, Miss.** (Southwestern Bcstg. Co. of Mississippi, changed from WHLZ); **KRMS Eldon, Mo.** (Robert M. Smith, 1150 kc, 1 kw daytime; B•T, July 14); **KNIM Maryville, Mo.** (Maryville Radio & Television Corp., 1580 kc, 250 w daytime; B•T, Sept. 29); **KGRN Grand Island, Neb.** (Grand Island Bcstg. Co., 1430 kc, 1 kw fulltime, DA-N; B•T, Aug. 18); **KBIM Roswell, N. M.** (Radio Station KBIM, 910 kc, 1 kw daytime; B•T, Oct. 20); **WCHN Norwich, N. Y.** (Radio Norwich Inc., 970 kc, 500 w daytime; B•T, July 14); **WFMO Fairmont, N. C.** (Carolinas Bcstg. Co., 860 kc, 1 kw daytime; B•T, Aug. 25); **WLON Lincolnton, N. C.** (Lincoln County Bcstg. Co., 1270 kc, 500 w daytime; B•T, Sept. 1); **KLIQ Portland, Ore.** (Mercury Bcstg. Co., changed from KBKO); **WJAN Spartanburg, S. C.** (James Cozby Byrd Jr., 1400 kc, 250 w fulltime; B•T, Sept. 15); **WFRA Franklin, Tenn.** (Williamson County Bcstg. Co., 950 kc, 1 kw daytime; B•T, Aug. 25); **KMEA Lamesa, Tex.** (Citizens Bcstg. Co., 1360 kc, 1 kw daytime; B•T, Sept. 8); **KEXX San Antonio, Tex.** (Manuel D. Leal, 1250 kc, 500 w daytime; B•T, July 21); **KWHA Waxahachie, Tex.** (Cen-Tex Bcstg. Co., 1390 kc, 500 w daytime; B•T, Sept. 1); **WSTK Woodstock, Va.** (County Bcstg. Service, 1230 kc, 250 w fulltime; B•T, Sept. 29); **KTNT Tacoma, Wash.** (Tribune Publishing Co., changed from KTRW); **WISO Ponce, P. R.** (South Puerto Rico Bcstg. Corp., 1260 kc, 1 kw fulltime), and **KANI Kaneohe, Oahu, T. H.** (Windward Bcstg. Co., 1150 kc, 1 kw daytime; B•T, July 21).

**FM Stations: WTBC-FM Tuscaloosa, Ala.** (Tuscaloosa Bcstg. Co., 96.9 mc [Ch. 245], ERP 17.3 kw, antenna 321 ft.; see FM Grants, FCC ROUNDUP, this issue); **WALK-FM Patchogue, N. Y.** (Suffolk Bcstg. Corp., changed from WFSS [FM]); **KTNT-FM Tacoma, Wash.** (Tribune Publishing Co., changed from KTNT [FM]), and **KHTL (FM) Honolulu, T. H.** (Henry T. Lee, 92.3 mc [Ch. 222], ERP 6 kw, antenna 33 ft.; B•T, Sept. 22).

Note: Date refers to issue of B•T in which notice of grant was published. For list of new TV station call letter assignments, see page 72.


"GOOD NEWS"

Sends 2,000 Sweaters to the Cleaners

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950 . . . five 5-minutes weekly, with Mary Louise Marshall handling woman-slanted commentary.

Firm's only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions . . . e.g: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks . . . and *there were 2000 freshly cleaned in the Quint-Cities.* Take your cue from Yerbury-Dana . . . buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM • FM ALSO TV

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager


## KPAC PETITION
### Would Enlarge Hearing Issues

PORT ARTHUR College, licensee of KPAC Port Arthur, Tex., and applicant for vhf Channel 4 there, petitioned FCC last week to enlarge the issues in the competitive hearing on that channel so as to require comparison of Port Arthur and Beaumont under Sec. 307(b) of the Communications Act. The section calls for fair and efficient distribution of facilities among the states and communites.

Other applicants for Channel 4 there include Smith Radio Co., Port Arthur, and Lufkin Amusement Co., Beaumont. They are also parties to the hearing. KPAC noted the two cities are 15 miles apart and are distinct and separate communities, hence the applicability of the Sec. 307(b) issue as allowed by FCC in the Channel 21 hearing for Portland, Ore., and Vancouver, Wash. [B•T, Oct. 13]. KPAC also asked FCC last week to accept amendment of its Channel 4 bid so as to increase daily hours of operation from 6½ to 16½ and change estimated cost of construction from $289,128 to $320,128.

## Air Coach Agency

COMPLAINTS that a Buffalo user of radio time, Royal Air Coach Agency, failed to provide air transport reservations purchased from it, have been referred to Civil Aeronautics Board by the Buffalo Better Business Bureau. Similar types of complaints involving freelance ticket agencies have been received by BBB branches in Boston and Chicago.

## RADIO-TV TRADE PRACTICES
### FTC Plans Dec. Hearing

PUBLIC hearing on proposed trade practice rules for radio-TV manufacturing industry and related fields has been tentatively set by the Federal Trade Commission for mid-December, it was revealed last week.

This will be the final hearing on trade standards, with FTC soliciting comments and recommendations from manufacturers, dealers, distributors and other groups. A final draft then will be submitted to the full Commission for its approval and promulgation, probably sometime next spring. Hearing will be held around Dec. 15.

Two sets of rules, governing pricing, labelling and other practices, have been proposed already —one a staff draft by the Commission's Trade Practices Bureau and the other by an industry group. Hearings were held on both drafts. Present standards apply only to the radio industry and will be amended to encompass TV as well.

## S-C Gross Income

STROMBERG-CARLSON Co., Rochester, N. Y., reported last week that gross income for the nine months ended Sept. 30 amount to $31,333,382, compared to $22,162,-033 for the corresponding period last year (both figures including broadcast sales). Net earnings were $779,604, or $2.06 per common stock share, after provision for preferred dividends as against $158,921, or $1.17 a share, for the same period last year. Stromberg-Carlson operates WHAM-AM-TV Rochester.

## WINN-COLONELS
### McTigue to Air Baseball

PRESIDENT and General Manager Harry McTigue of WINN Louisville and the station's sports director, Jim McIntyre, will air play-by-play broadcasts of the Louisville Colonels baseball games next year. Mr. McTigue is a former sports announcer.

The WINN pair supplants Don Hill, who for 14 years was "Voice of the Colonels" on WAVE that city, which did not bid for the baseball broadcasts for next season because of network commitments. WAVE had carried the American Assn. club's baseball games recorded at 10:15 p.m., with Mr. Hill announcing.

Only other time-of-play broadcasts before the new WINN arrangements had been those by WRXW (FM), a WAVE affiliate which went off the air Sept. 22 [B•T, Oct. 6].

TITO GUIZAR, star of KTTV (TV) Hollywood's program, *Tito Guizar Show,* has signed an exclusive two-year contract with the station.

NOVEMBER 3, 1952

# TELECASTING


## Daytime's Flying Sorcerers

**THE PAUL DIXON SHOW**
—the best way yet for you to bewitch the network daytime TV audience—*economically!*

It's the nation's zaniest, most imaginative and most successful TV disc jockey show. It's live, too, in every sense of the word. Especially when Dixon and his distaff sergeants, Wanda Lewis and Dottie Mack, do their famous pantomimes to the tune of the country's top records.

And speaking of records, the PAUL DIXON SHOW had a not so zany average program rating of 10.1 from October '51 to September '52 when it was local (against 5.8 for Station B and 2.6 for Station C)*. Which gives you some idea of how this show will stack up now that it's on the Du Mont Network.

For an across-the-board network program that will put across your sales message to the most entertained audience in daytime TV, find out today how the PAUL DIXON SHOW can help your Dollars Do More On Du Mont.

*Pulse, Cincinnati

DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y. • MU 8-2600
A Division of The Allen B. Du Mont Laboratories, Inc.



in our 8th year

**REPRESENTING LEADING TELEVISION STATIONS:**

| | |
|---|---|
| Davenport (Central Broadcasting Co.—WHO-WOC) | WOC-TV* |
| Denver (Colorado Television Corporation) | KBTV |
| Fort Worth-Dallas (STAR-TELEGRAM) | WBAP-TV* |
| Louisville (WAVE, Inc.) | WAVE-TV* |
| Miami (Wometco Theatres) | WTVJ |
| Minneapolis-St. Paul (DISPATCH-PIONEER PRESS) | WCCO-TV |
| New York (THE NEWS) | WPIX |
| St. Louis (POST-DISPATCH) | KSD-TV* |
| San Francisco (THE CHRONICLE) | KRON-TV* |

*Primary NBC Affiliates

FREE &

*Pioneer Station Rep*

# "HE SAID OVER 15,000,000 PEOPLE COULD BE WATCHING US TONIGHT!"

As of September 22, 1952, the stations listed at the left cover nearly five million television homes — offer a potential audience of perhaps 15,000,000 viewers, or nearly 10% of the United States' total population.

Actually, of course, no advertising medium ever *reaches* its total "potential" audience. But if you would like some conservative and reliable figures — and costs — for actually *reaching* television viewers in any or all the markets at the left, we have them for you. A lot of conscientious work has gone into this research. You'll be interested!

PETERS, INC.

*Representatives Since 1932*

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

**REPRESENTING LEADING TELEVISION STATIONS:**

| | |
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| Louisville (WAVE, Inc.) | WAVE-TV* |
| Miami (Wometco Theatres) | WTVJ |
| Minneapolis-St. Paul (DISPATCH-PIONEER PRESS) | WCCO-TV |
| New York (THE NEWS) | WPIX |
| St. Louis (POST-DISPATCH) | KSD-TV* |
| San Francisco (THE CHRONICLE) | KRON-TV* |

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FREE &

*Pioneer Station Rep*

XUM

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# PETERS, INC.

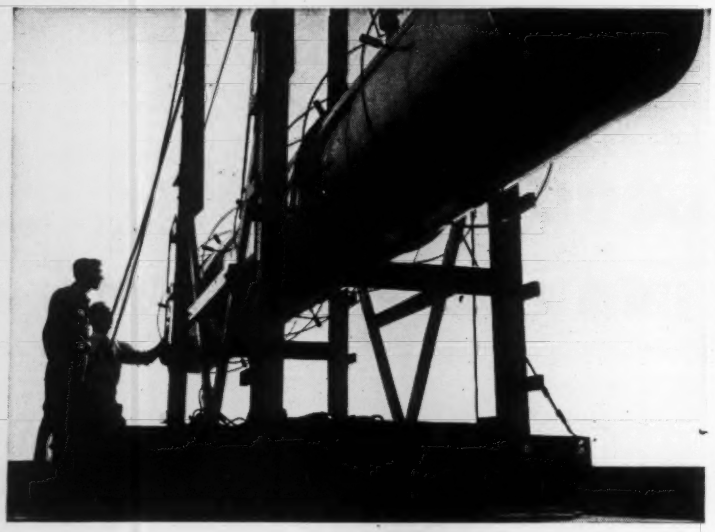
*Representatives Since 1932*

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

# TELEQUIPMENT NEWS

*Published by the General Electric Company, Electronics Park, Syracuse, N.Y.*


# HELICAL DESIGN MAY BE APPLIED TO VHF ANTENNAS



## Many Advantages Seen In New Application to VHF High Channels

A new twist is being used in development of the VHF high gain Helical TV antenna. Heretofore, most UHF advancements stemmed from VHF developments. This is one instance where the procedure is being reversed.

### Design Used For VHF

General Electric engineers, realizing the effectiveness of the UHF helical design, are investigating its adaptation to VHF-high channels. Distinct advantages of this application would be: (1) very high gain per antenna bay—tests now indicate this gain might be as much as 4 per bay; (2) a single feed point per bay to eliminate a multitude of complex adjustments; and (3) application will find itself particularly useful since many stations at the same location would be able to stack or combine their antennas on the same tower.

## G.E. equips highest transmitter in the country

### New 5 kw transmitter and 3-bay antenna installed on mountain 9,054 ft. above sea level

The highest television transmitter in the country has just been installed by Station KSL-TV, Salt Lake City, Utah. The G-E 5 kw VHF transmitter and 3-bay antenna have been put on top of 9,054 ft. Coon Peak in the Oquirrh Range. The tower is 370 ft., bringing the combined total elevation to 9,424 ft. above sea level.

Vince Clayton, chief engineer for Station KSL-TV said, "On-the-air operation confirms our judgement that G-E equipment would perform most satisfactorily at our high altitude and under our extremely adverse weather conditions. We were also after wider coverage—and, again, General Electric filled the bill!"

## NO RETUNING NEEDED AFTER WHEN-TV MOVES TRANSMITTER

### Station Manager Applauds G-E Equipment Performance

Paul Adanti

In a letter to W. R. G. Baker, General Electric Vice-President, Paul Adanti, Station Manager and Vice-President of WHEN-TV Syracuse, told an outstanding equipment performance story resulting from the station's recent move.

Mr. Adanti said, "On the night of September 6th, a crew of your engineers together with our people, moved our four year old G-E TT-6D transmitter from our Court Street studios to Sentinel Heights, a distance of approximately nine miles.

"There are several things about this move I should like to call to your attention. In the first place, under the supervision of your men, the move was completed in approximately nine hours from switch-off to switch-on, a feat which enabled us to make the change of location with no loss of air time. The second, and in my estimation, the most important thing, is that after being banged and bounced and otherwise subjected to treatment I'm sure your design engineers do not list under 'normal operating conditions', that four year old transmitter not only produced a perfect picture as soon as power was applied, but the meters registered the same readings as before moving, even though the transmitter was not retuned!

### Crew Praised

"Finally, and by no means least, the General Electric engineering crew in charge of the move was tops and handled all the details smoothly, efficiently, and skillfully."

## Wells R. Chapin

Wells R. Chapin

After 32 years of amateur radio operation, Wells R. Chapin counts as many friends in that chosen field as in the business world.

A graduate of St. Louis University, Mr. Chapin has many years of experience in nearly all phases of commercial and military electronics. He was chief engineer of station WIL in St. Louis for a year and a half prior to joining General Electric.

### War Experience

During World War II he worked as a field engineer for the Raytheon Manufacturing Co. His experience includes work on radar, sonar, and radio communications and the problems allied to using this equipment on airplanes and ships.

GENERAL ELECTRIC

TELECASTING

NOVEMBER 3, 1952

# GRANT TEMPO RISES

## FCC Adds 10, Post-Thaw Total 92

INDICATING FCC's temporary "speed up" processing plan of Oct. 15 is beginning to take effect, the Commission last week issued grants for 10 more new TV stations, including eight uhf and two vhf outlets. These authorizations boost post-thaw permits to 92 and the total number of TV stations in the U. S. to 200.

Of the 92 post-thaw construction permits, 83 are for commercial stations and 9 for noncommercial, educational outlets. Of the 200 stations now authorized, a total of 110 are operating, including two post-thaw stations.

Applications newly filed since April 14, when FCC issued its Sixth Report and Order lifting the TV freeze, plus amendments of pre-thaw bids now pending, total in excess of 760, the Commission reported last week. Some 460 are for vhf stations and more than 300 are for uhf, the report said.

An unofficial check of applications now designated for hearing or notified shows nearly 190 bids contesting for about 80 channels in 50 different cities. Hearings for a few of these cities are already underway and several others are to begin in the next few weeks (see story, this page).

### Hearing Backlog

The temporary speed up plan, announced in September and effective Oct. 15 [B•T, Sept. 22], seeks to expedite processing of applications for uncontested channels in cities presently without service. FCC ruled to suspend, for a limited time, further processing of contested channels when they are reached on the city priority lines in view of the large backlog of hearing cases already in hand. Cases already set for hearing will be worked on in the interim, however.

Last week's authorizations, including one to WEST Easton, Pa., for uhf Ch. 51 at Bethlehem, Pa., to which three Commissioners dissented, were as follows:

**Little Rock, Ark. (City priority Group A-2, No. 27)—Great Plains Television Properties Inc., granted uhf Ch. 23, effective radiated power 17.5 kw visual and 9.9 kw aural, antenna height above average terrain 510 ft.**

**Sioux City, Iowa (Group A-2, No. 39)—Great Plains Television Properties Inc., granted uhf Ch. 36, ERP 18.5 kw visual and 10.5 kw aural, antenna 530 ft.**

**Charleston, S. C. (Group A-2, No. 55) WCSC Inc. (WCSC), granted vhf Ch. 5, ERP 100 kw visual and 50 kw aural, antenna 310 ft.**

**Pueblo, Col. (Group A-2, No. 63)—Star Broadcasting Co. (KCSJ), granted vhf Ch. 5, ERP 12 kw visual and 6 kw aural, antenna 260 ft.**

**Atlantic City, N. J. (Group A-2, No. 66) — Neptune Broadcasting Corp. (WFPG), granted uhf Ch. 46, ERP 18 kw visual and 9 kw aural, antenna 430 ft.**

**Muncie, Ind. (Group A-2, No. 67)—Tri-City Radio Corp. (WLBC), granted uhf Ch. 49, ERP 16 kw visual and 8.1 kw aural, antenna 500 ft.**

**Asheville, N. C. (Group A-2, No. 72)—Radio Station WISE Inc. (WISE), granted uhf Ch. 62, ERP 23 kw visual and 13 kw aural, antenna 1,140 ft.**

**Waterbury, Conn. (Group B-1, No. 7)—WATR Inc. (WATR), granted uhf Ch. 55, ERP 245 kw visual and 125 kw aural, antenna 800 ft.**

**Battle Creek, Mich. (Group B-1, No. 15)—Booth Radio and Television Stations Inc., granted uhf Ch. 64, ERP 24.5 kw visual and 14 kw aural, antenna 230 ft.**

**Bethlehem, Pa. (Group B-1, No. 80)—Associated Broadcasters Inc. (WEST Easton), granted uhf Ch. 51, ERP 2.25 kw visual and aural, antenna 600 ft. Chairman Paul A. Walker and Comrs. Frieda B. Hennock and Eugene H. Merrill dissented, with Comr. Hennock issuing an opinion.**

In other actions, the Commission set aside its order of July 23 staying the effective date of its July 11 grant of a construction permit to WKNB New Britain, Conn., for uhf Ch. 30. FCC ordered that the permit be issued, effective immediately. The stay order had been issued in connection with uhf channel reallocations in other cities to correct deficiencies in the Sixth Report [B•T, July 28].

FCC also announced grant of the request of KGMB-TV Honolulu for special temporary authority to commence interim operation on a commercial basis Dec. 1 on Ch. 9 with ERP of 500 w visual and 250 w aural from a single-bay antenna atop KGMB-AM's existing tower. The STA is good until April 1, 1953.

KXOA Sacramento, Calif., former Ch. 10 applicant, was notified its amended bid for Ch. 3 has been set for hearing with applications of KCRA and KROY scheduled Nov. 17 at Washington. W. S. Butterfield Theatres Inc., former Ch. 16 applicant at Flint, Mich., was advised its amended bid for Channel 12 must be consolidated with bids of WJR Detroit and WFDF Flint, also seeking Ch. 12 at Flint, scheduled Nov. 17 at Washington. This leaves unopposed the Ch. 16 application of WTAC Flint, with which Butterfield earlier had been set for hearing Nov. 17.

KDZA Pueblo, Col., was asked by the Commission to furnish additional information on financial qualifications and engineering data respecting its Ch. 3 application.

By memorandum opinion and order, the Commission denied a second petition of WISC Madison, Wis., seeking further reconsideration of the Sept. 22 denial of WISC's request that vhf Ch. 3 now assigned to Madison for commercial use be switched to educational use and that uhf Ch. 21 reserved there for education be made commercial. WISC desired that all three uhf facilities there be commercial. Comr. Hennock and

*(Continued on page 108)*

# HEARINGS FACILITIES

## Is FCC Problem

POST-THAW comparative television hearings went into their fifth week before FCC examiners last week as the Commission, faced with commencement of several additional cases during the next fortnight, found itself without sufficient quarters to accommodate the proceedings.

By November 17, when hearings for five more communities are to commence, the Commission will have a total of 10 proceedings underway with another to begin Dec. 8.

Last week, Portland, Ore., Denver and Tampa - St. Petersburg hearings were in session in the Commission's existing hearing rooms. Three more rooms have been found at FCC's present headquarters, it was reported unofficially, but there is only speculation now where the other four or five will come from when they are needed.

In the past, FCC has used rooms of the Interstate Commerce Commission, Labor Dept., Commerce Dept. and the Post Office Dept. for various hearings. It is believed the Commission will have to "borrow" such quarters again to take care of TV.

On Nov. 12, the Wichita hearing on Channel 3 is to begin, while on Nov. 17 the Harrisburg Channel 27 case is expected to get underway. On the latter date, FCC also has scheduled hearings for certain applicants in the following cities: Flint, Mich.; Beaumont, Tex.; Duluth, Minn.; Sacramento, Calif., and Fort Wayne, Ind. The Canton, Ohio, Channel 29 case is scheduled Dec. 8.

### 12 Hearing Examiners Now

The Commission has an even dozen hearing examiners and has funds to name two more. These are enough to handle the cases for which dates have been thus far scheduled.

There is, however, a total of some 190 applications designated or notified for hearing in about 80 different channel competitions involving some 50 cities. Thus far, one examiner has been designated to hear all applicants for all channels in a given city.

Highlights of the Portland, Ore., Channel 12 hearing last week—aftermath of the earlier unexpected resignation of the general manager of one applicant during the proceeding [B•T, Oct. 27]—included:

● Further details concerning correspondence between the president of Oregon Television Inc. and the president of a Portland bank respecting latter's policy on bank officers making investments in competitive situations. Letter had been requested by the bank head.

● Testimony by Russell M. Colwell, the bank officer who also is stockholder in Columbia Empire Telecasters Inc., that there is no bank rule precluding his TV investment. He volunteered that Oregon Television principals involved in incident "apparently did it with no malice and they are perfectly willing that I should be a stockholder."

● Extensive cross examination of Columbia Empire witnesses who are also principals in *Portland*

*(Continued on page 82)*



XUM

AT opening telecast of NBC-TV's *Hollywood Opening Night* Oct. 6 are (l to r) Frederic W. Wile Jr., NBC v. p. for radio-TV production; Thomas C. McCray, dir., radio network operations NBC Western Div.; Peggy Ann Garner, guest star; Richard Duff, v. p. in charge of advertising, Pearson Pharmacal Co., program sponsor; William Bendix and Gil Stratton Jr., guest stars.

ENJOYING joke are Philip G. Lasky, v. p.-gen. mgr., KPIX (TV) San Francisco; Ed Sullivan, TV star-newspaper columnist, and Lee Giroux, star of *Ladies Day with Lee*. Mr. Sullivan appeared on Mr. Lee's show.

REHEARSING *Jack Benny Show* (l to r): Harry S. Ackerman, CBS-TV v. p. for network programs, Hollywood; Hubbell Robinson Jr., CBS-TV v. p. in charge of network programs; Larry Berns, CBS-AM-TV prod. exec., and Mr. Benny.

ARTHUR BOROWSKY (l), pres., Television Assn. of Philadelphia, and Ted Bergmann, sls. dir., DuMont TV Network, talk shop at TAP's first dinner meeting.

ROBERT GAINES (l), export mgr., International Div., Allen B. DuMont Labs., shows C. L. Albaret (c), French engineer, and R. C. Williams, British engineer, new TV equipment.

C. SCHMIDT & SONS BREWING Co. of Philadelphia will sponsor *The Abbott & Costello Show* on WCAU-TV Philadelphia for 26 weeks. Celebrating contract signing are (l to r) Alex Griffin, radio-TV dir., Al Paul Lefton agency; Robert N. Pryor, v. p., WCAU-AM-FM-TV; Marvin Shapiro, acct. exec., WCAU-TV, and Bud Abbott and Lou Costello, stars of program.

# DENVER U. *Ignores Non-Commercial TV, Favors Business Approach*

THE U. of Denver has adopted an official television policy which is based on cooperation with commercial television stations and ignores the availability of a non-commercial, educational channel reserved in its area by the FCC.

The university stated that its policy, announced last week, was based in part upon the assumption that its favorable experiences with commercial radio broadcasters would be repeated with commercial TV operators.

The university said that since it and commercial operators "are mutually concerned with the public interest, convenience and necessity, ways and means will be found for the finest possible relationship, guaranteeing to the people of our community the richest use of our resources toward the mutual objective of their cultural and intellectual enrichment through the medium of television."

Its own objectives in utilizing TV, the university said, would be threefold: To provide professional instruction in the field of communications, to provide adult education beyond the campus, and to keep the public informed of university activities.

If it hews to its announced policy, the U. of Denver will not undertake a heavier programming load than it can produce with skill and finish. "The university will participate in televison programming only when it can do so on a basis that will produce excellent results consistent with the high standards of the university itself," its statement said.

Not only will the university cooperate with commercial telecasters but it also will offer its programs for sale to stations, agencies and sponsors.

The university said that "consistent with its belief in the American system of broadcasting based upon the sale of programs to commercial sponsors, [the university] asserts that the commercial sponsorship of its programs is not only a proper and legitimate arrangement but also one at the moment best calculated to bring to the university the financial resources prerequisite to its optimum use of television."

The school, of course, will insist on the right to approve sponsors and to retain complete control over the content and presentation of its programs.

In working out cooperative arrangements with commercial stations, the university will ask the stations to provide mechanical and engineering resources for the instruction of students. What the university hopes to achieve is a cooperative relationship that will give the commercial broadcasters programs and give the university practical workshops in which to train its students who are preparing to enter TV professionally.

The university intends to be strictly independent in its television policies. It said that although it had subscribed to the restrictive football television plan of the National Collegiate Athletic Assn., it did so of its own choice.

"The university has entered certain agreements with other institutions and organizations [the NCAA] in regard to the release of its program resources for television [football]," the policy said. "It has done so freely, believing that for the present wisdom dictates this course of action.

"It declares, however, that it is unequivocally opposed to any condition which, through threat of retaliatory action on the part of other institutions or organizations, would impose upon the U. of Denver any loss of its freedom to pursue any course consistent with its own judgment of proper conduct in the public interest."

All U. of Denver TV activities will be coordinated by R. Russell Porter, chairman and coordinator of the radio department.

## SCREEN EXTRAS
### Support SAG in Break-off

SCREEN Extras Guild (SEG) board of directors, by unanimous vote, is supporting Screen Actors Guild (SAG) in its break-off of collective bargaining negotiations with American Assn. of Advertising Agencies and New York film producers over issue of additional payments to actors for re-use of TV film commercials.

"The unlimited use and overuse of filmed commercials, as practiced by the advertising agencies is unfair to all performers and unfair and insulting to all television viewers," the SEG board said. Other actor's unions and guilds also are being enlisted in active support of SAG's stand. They include American Federation of Television and Radio Artists, Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists. All are members of the AFL Associated Actors & Artistes of America as is SAG.

## WNBK (TV) Sales Up

WNBK (TV) Cleveland reported last week that its local sales for 1952 have increased 62.5% over the same period in 1951. Charles H. Philips Jr., WNBK sales director, said also that the station's national spot sales are showing a 44% increase. Combined figures of local and national spots business show an overall increase of 47.8% over 1951 figures.

# FILM OUTLOOK

## 4 A's Weigh Current Problems

PROBLEMS of costs, new talent and use of television film were explored at the radio and TV production group meeting at the 1952 Eastern Annual Conference of the American Assn. of Advertising Agencies Inc., held at the Hotel Roosevelt in New York last Monday and Tuesday.

Speakers saw these topics as stumbling-blocks that have arisen during the formative days of television's growth and offered various recommendations to meet them in a manner consistent with the conference theme of "Creative Progress Is Our Responsibility."

Summarizing the problems that radio and TV personnel must solve to achieve "creative progress" was Lewis H. Titterton, vice president and director of radio and TV production for Compton Adv. Inc. Mr. Titterton, who presided at the session, subsequently outlined in detail the difficulties of effecting a wholly satisfactory solution with talent unions on production of TV film.

Basic disagreement at the present time revolves around the principle advanced by the unions of increased compensation for additional showings, Mr. Titterton declared. He claimed this principle is "brand new in Hollywood" and will create problems when the costs of a feature film, for example, are borne by sponsors other than the original advertiser.

"If the negative is to be encumbered by certain re-use payments," Mr. Titterton contended, "then the producer has to assess carefully the business risk involved in deferring his recouping part of his negative cost through re-uses of the picture under secondary sponsorship."

### Differing Approaches

Mr. Titterton emphasized there was no unanimity of opinion among the various unions as to the method of implementing the re-use principle. He cited the case of the Screen Writers Guild, which upholds indefinite re-use payments, in contrast with the Screen Actors and Screen Directors Guilds, which specify a cut-off point after which no further payments are required.

Mr. Titterton predicted that all parties concerned with the making of TV film would benefit by an agreement patterned after those effected by the Screen Writers and Screen Directors Guilds. But he warned that if writers balked at this approach, producers who must rely upon syndication to recoup part of their investment face even darker days.

The future outlook for syndicated films was pictured as "sunny" by David Sutton, vice president of MCA-TV Ltd. He declared there is a market for film which "by virtue of its quality and top stars is expensive." Mr. Sutton conceded that these programs initially met resistance from advertisers because they were costly, but said they soon won acceptance.

Mr. Sutton predicted that the syndication film field will flourish if the industry places the emphasis on "good taste, competence of production plus intelligence in distribution." He saw a need for entertainment programs, including children's dramatic shows and family situation comedies, at a price economically feasible for both advertiser and syndicator.

Turning to the problem of finding new talent for television, Rodney Erickson, manager of radio and television contact service for Young & Rubicam, proposed a three-way cooperative effort by the networks, the sponsors and the talent agencies to meet this challenge.

He presided over a panel discussion of the problem by Charles C. Barry, vice president in charge of programs for NBC; Gail Smith, associate member of the advertising production division of the advertising department of Procter & Gamble Co., and Herbert C. Rosenthal, vice president in charge of television for MCA.

### NBC's Talent Technique

The network approach to the new talent question as practiced at NBC, is met by the auditioning program, the comedy development program and several other projects in the formative stage, Mr. Barry explained. He said the auditioning department has more than 7,000 performers classified and tries to audition new talent to the fullest possible extent.

"Our comedy development program encompasses those comedians who have been screened by our auditioning department as possible comers," Mr. Barry continued. "We put them on programs in our theatres where we invite talent people, agency people and advertisers."

Mr. Smith, speaking for the advertisers, confessed that assistance for dramatic actors and actresses was a perplexing problem though his company was continually on the look-out for talent that might become a "personality." He said he tries to encourage young actors and actresses by using them in minor roles when the occasion is propitious.

Mr. Rosenthal advanced two recommendations for the development of new talent. One encompassed a commitment from all major networks to run a half-hour program, 52 weeks a year, on which aspiring performers could "expose" their talent. The other envisioned the use of new talent during the months of July and August.

During a question-and-answer period, Mr. Barry expressed the opinion that the new talent would come from the stage and nightclubs, rather than local television stations throughout the country. He said he based this contention on the realization that the local station did not have the money to experiment and attempt programs that were different.

### Live Shows' Merits

In a discussion on costs, Paul Philips, radio and TV director of the Aitkin-Kynett Co., Philadelphia, defended the live show, rather than film, as the saviour of television's future, both on the national level and "to a very great degree on the local level." He urged creative programming and cooperation among station, agency and advertiser and cited case histories of success stories to support his contention.

The costs question was further explored by Arthur Bellaire, head of television and radio commercials for BBDO, and E. Carl Winckler, manager of production for CBS. Mr. Bellaire outlined methods by which old commercials could be re-edited and re-used, old industrial films could become part of a film commercial and shots in commercials that run over a long period of time could be repeated in later stages. Mr. Winckler illustrated the use of new production techniques to reduce costs and to enlarge the range of story material. He listed such developments as a special paint for use on new type of flats that results in cleaner pictures and an electronic process that creates rain with no water at all.

At an international advertising group meeting Tuesday afternoon, Alfred J. Scalpone, vice president of McCann-Erickson, reported on "Television Overseas—Its Problems and Its Opportunities." He declared that a tremendous advertising opportunity existed in South America but warned that "if you want to take full advantage of TV's opportunities abroad . . . you've got to continually help all phases of TV" there.

Entertainment was provided at Tuesday morning's session by NBC comedians "Bob and Ray" in a skit on how to become a successful junior advertising executive.

The two-day meeting opened Monday with a talk on "The Challenge of Creative Thinking" by Marion Harper Jr., chairman of the conference and president of McCann-Erickson. Other first-day speakers were Bayard Pope, vice president and account group head of BBDO, on "A Look at the Account Executive," and John P. Cunningham, executive vice president of Cunningham & Walsh and chairman of the AAAA board, on "The Creative Challenge in the Job Ahead."

At the two-day sessions were special panel discussions aimed at such specialized phases as mechanical production, research management and copy.

**KGMB-TV Honolulu will become a CBS-TV affiliate Dec. 1 [B•T, Oct. 27]. At contract signing in New York were (l to r) Herbert V. Akerberg, vice president in charge of station relations for CBS-TV; J. L. Van Volkenburg, president, CBS-TV, and C. Richard Evans, vice president-general manager, KGMB-TV.**

**AT premiere luncheon in New York for CBS-TV's *Heaven for Betsy* are (l to r) John Allen, manager, radio-TV shows for Lever Bros. Co.; Mike Roche, Lever general advertising manager; Jack Lemmons and Cynthia Stone (Mr. and Mrs. Lemmon), stars of show; West Woodbridge, Pepsodent advertising manager, and Len Erickson, vice president, McCann-Erickson. Lever sponsors show for Pepsodent and Shadow Wave.**

## ABC-TV Signs KGMB-TV

KGMB-TV Honolulu will become an ABC-TV affiliate Dec. 1, its target date for commencement of operations, Alfred R. Beckman, national director of the ABC radio and TV station relations departments, announced last week. The station, assigned Ch. 9, is owned by Hawaiian Broadcasting System, licensee of KGMB, and is under the general managership of Vice President C. Richard Evans. Signing gave ABC its 67th affiliate, KGMB-TV also will be with CBS-TV [B•T, Oct. 27, also picture above].



XUM

# television grants and applications

*Digest of Those Filed With FCC Oct. 24 through Oct. 30*

### Grants Since April 14:

| | VHF | UHF | Total |
|---|---|---|---|
| Commercial | 22 | 61 | 83 |
| Educational | 2 | 7 | 9 |
| Total | 24 | 68 | 92 |
| Commercial television stations on the air | 111 [1] | 1 | 112 [1] |

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

### Applications Filed Since April 14:

| | New | Amended | VHF | UHF | Total |
|---|---|---|---|---|---|
| Commercial | 560 | 322 | 503 | 375 | 879 [2] |
| Educational | 15 | | 4 | 14 | 18 |
| Total | 575 | 322 | 507 | 389 | 897 [3] |

[2] One applicant did not specify channel.

[3] Includes 92 already granted.

## NEW STATION GRANTS

Listed by States

**LITTLE ROCK, Ark. — Great Plains Television Properties Inc.** Granted uhf Ch. 23 (524-530 mc); ERP 17.5 kw visual, 9.9 kw aural; antenna height above average terrain 510 ft., above ground 454 ft. Engineering conditions. Estimated construction cost $247,610, first year operating cost $125,000, revenue $125,000. Post Office address % United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or % Great Plains Television Properties Inc., 4 West 58th St., New York 19. Studio location to be determined. Transmitter location at intersection of Cedar Hill Road and Oak St. Extended. Geographic coordinates 34° 45′ 39″ N. Lat., 92° 18′ 55″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel,** president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, Treasurer **Alfred G. Burger,** executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by **Transcontinental Properties Inc.** Permittee also is permittee of new TV station in Sioux City, Iowa and Duluth, Minn. [see below]. City priority status: Gr. A-2, No. 27.

**PUEBLO, Col.—The Star Bcstg. Co.** Granted vhf Ch. 5 (76-82 mc); ERP 12 kw visual, 6 kw aural; antenna height above average terrain 260 ft, above ground 355 ft. Engineering conditions. Estimated construction cost $149,927, first year operating cost $180,000, revenue $175,000. Post Office address 211 West Fifth St., Pueblo. Studio location 211 West Fifth St. Transmitter location on Hudson St. Extended, 2 mi. north of Pueblo. Geographic coordinates 38° 18′ 14″ N. Lat., 104° 35′ 19″ W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Douglas D. Kahle** (67%), Vice President **Larry Gordon** and Secretary-Treasurer **Robert L. Clinton Jr.** (33%). City priority status: Gr. A-2, No. 63.

**WATERBURY, Conn. — WATR Inc. (WATR).** Granted uhf Ch. 53 (704-710 mc); ERP 245 kw visual, 125 kw aural; antenna height above average terrain 800 ft., above ground 120 ft. Engineering condition. Estimated construction cost $283,698, first year operating cost $200,000, revenue $190,000. Post Office address 440 Meadow St., Waterbury. Studio location 440 Meadow St. Transmitter location West Peak, Meriden, Conn., near WDRC-FM and WMMW-FM transmitter sites. Geographic coordinates 41° 33′ 42″ N. Lat., 72° 50′ 41″ W. Long. Transmitter and antenna RCA. Consulting engineer G. W. Ray, Stratford, Conn. Principals include President **Harold Thomas** (98.5%), Vice President **Leon Thomas** (0.5%) and **B. Z. Zucker** (0.5%). City priority status: Gr. B-1, No. 7.

**MUNCIE, Ind.—Tri City Radio Corp. (WLBC).** Granted uhf Ch. 49 (680-686 mc); ERP 16 kw visual, 8.1 kw aural; antenna height above average terrain 500 ft., above ground 542 ft. Engineering conditions. Estimated construction cost $196,953, first year operating cost $204,348, revenue $233,909. Post Office address 420 Alden Road, Muncie, Ind. Studio and transmitter location 2 mi. west of junction of State Roads 3 and 67, south of Muncie. Geographic coordinates 40° 09′ 01″ N. Lat., 85° 22′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Donald A. Burton** (51%), general manager of WLBC and WMUN (FM) Muncie, and Vice President **William F. Craig** (46.5%), commercial manager of WLBC and WMUN (FM). City priority status: Gr. A-2, No. 67.

**SIOUX CITY, Iowa — Great Plains Television Properties Inc.** Granted uhf Ch. 36 (602-608 mc); ERP 18.5 kw visual, 10.5 kw aural; antenna height above average terrain 530 ft., above ground 345 ft. Engineering condition. Estimated construction cost $218,414, first year operating cost $125,000, revenue $125,000. Post Office address % United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or % Great Plains Television Properties Inc., 4 West 58th St., New York 19. Studio location to be determined. Transmitter location 3 mi. NNE of center of Sioux City. Geographic coordinates 42° 32′ 14″ N. Lat., 96° 23′ 06.4″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel,** president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, Treasurer **Alfred G. Burger,** executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. Permittee also is permittee of new TV stations in Little Rock, Ark. [see above] and Duluth, Minn. [see below]. City priority status: Gr. A-2, No. 39.

**FREDERICK, Md. — The Monocacy Bcstg. Co. (WFMD).** Granted uhf Ch. 62 (758-764 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 1,150 ft., above ground 237 ft. Engineering conditions. Estimated construction cost $196,000, first year operating cost $115,000, revenue $85,000. Post office address East Church St. Studio location U. S. 40, near Frederick. Transmitter location 7.5 mi. NW of Frederick on Catoctin Mtn. Geographic coordinates 39° 29′ 57″ N. Lat., 77° 29′ 53″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Laurence Leonard** (100%), and Vice President and Secretary **Evelyn Leonard.** [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-1, No. 134.

**BATTLE CREEK, Mich.—Booth Radio & Television Stations Inc.** Granted uhf Ch. 64 (770-776 mc); ERP 24.5 kw visual, 14 kw aural; antenna height above average terrain 230 ft., above ground 317 ft. Engineering condition. Estimated construction cost $167,500, first year operating cost $165,000, revenue $165,000. Post Office address 700 Buhl Bldg., Detroit, Mich. Studio location to be determined. Transmitter location Wolverine Tower. Geographic coordinates 42° 19′ 18″ N. Lat., 85° 11′ 03″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel W. T. Pierson, Washington. Principals include President and Treasurer **John L. Booth** (84.3%), Secretary **Edwin E. Nyy, Mrs. John L. Booth** (9.4%) and **John L. Booth II** (6.3%). Permittee is licensee of WJLB Detroit, WBBC Flint, Mich., and WSGW Saginaw, Mich. City priority status: Gr. B-1, No. 15.

**DULUTH, Minn.—Great Plains Television Properties Inc.** Granted uhf Ch. 38 (614-620 mc); ERP 17 kw visual, 9.6 kw aural; antenna height above average terrain 620 ft., above ground 447 ft. Engineering condition. Estimated construction cost $240,122, first year operating cost $125,000, revenue $125,000. Post office address % United States Corporation Co. of Illinois, 33 N. LaSalle St., Chicago 2, Ill., or % Great Plains Television Properties Inc., 4 West 58th St., New York 19, N. Y. Studio location to be determined. Transmitter location corner of 9th St. and 6th Ave., W. Geographic coordinates 46° 47′ 15″ N. Lat., 92° 06′ 53″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel,** president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, treasurer **Alfred G. Burger,** executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. [For application, see TV Applications, B•T, Sept. 8, Aug. 18.] See grants for Sioux City, Iowa, and Little Rock, Ark., above. City priority status: Gr. A-2, No. 10.

**ATLANTIC CITY, N. J. — Neptune Bcstg. Corp. (WFPG).** Granted uhf Ch. 46 (662-668 mc), ERP 18 kw visual, 9 kw aural; antenna height above average terrain 430 ft., above ground 448 ft. Engineering conditions. Estimated construction cost $152,700, first year operating cost $125,000, revenue $140,000. Studio location Steel Pier, Atlantic City. Transmitter location Murray and Ohio Aves. Geographic coordinates 39° 22′ 33″ N. Lat., 74° 27′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of the Board **Jack N. Berkman** (10%), attorney in Steubenville, Ohio, and owner of minority interest in WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President **Fred Weber** (30%), executive vice president of WBMS; Executive Vice President **John J. Laux** (10%), executive vice president of WSTV WPIT WBMS and owner of WJJL Niagara Falls, N. Y.; Vice President **Louis Berkman** (10%), president of Louis Berkman Co. (steel brokers, mfrs. and fabricators) and owner of minority interest in WSTV WPIT and WBMS; Vice President **Myer Wiesenthal** (10%), owner of Sample Furniture Co., Steubenville, and owner of minority interest in WPIT and WBMS; Treasurer **Richard Teitlebaum** (10%), former owner of ladies ready-to-wear shop and owner of minority interest in WSTV WPIT and WBMS; **Allen H. Berkman** (10%), attorney in Pittsburgh and owner of minority interest in WSTV WPIT WBMS and WJPA Washington, Pa.; **Helen Teitlebaum** (10%), minority owner of WPIT and WBMS, and **Richard Teitlebaum** (10%), assistant treasurer for Loveman, Berger & Teitlebaum Department Store, Nashville, Tenn., and minority owner of WPIT and WBMS. City priority status: Gr. A-2, No. 66.

**ASHEVILLE, N. C. — Radio Station WISE Inc. (WISE).** Granted uhf Ch. 62 (758-764 mc); ERP 23 kw visual, 13 kw aural; antenna height above average terrain 1,140 ft., above ground 154 ft. Engineering condition. Estimated construction cost $122,600, first year operating cost $180,000, revenue $180,000. Post Office address 89 College St., Asheville. Studio location Langren Hotel, Asheville. Transmitter location 5 mi. west of Asheville on Spivey Mtn. Geographic coordinates 35° 36′ 04″ N. Lat., 82° 39′ 05″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Harold H. Thoms** (99-plus per cent) and Secretary **Meredith S. Thoms** (less than one per cent). City priority status: Gr. A-2, No. 72.

**BETHLEHEM, Pa.—Associated Broadcasters Inc. (WEST Easton).** Granted uhf Ch. 51 (692-698 mc); ERP 2.25 kw visual, 2.25 kw aural; antenna height above average terrain 600 ft., above ground 235 ft. Engineering condition. Estimated construction cost $204,650, (but $155,150 has already been paid on equipment delivered), first year operating cost $280,000, revenue $250,000. Post Office address 516 Northampton St., Easton, Pa. Studio location to be determined. Transmitter location at end of Savercool Ave. on Fountain Hill, 2.5 mi. SW of Bethlehem on the same site as KG2XAZ (experimental uhf TV station). Geographic coordinates 40° 35′ 55″ N. Lat., 75° 25′ 12″ W. Long. Transmitter composite, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include Chairman of the Board **John F. Steinman** (50%), President **E. C. Anderson,** First Vice President **Clair R. McCollough** and Second Vice President **J. Hale Steinman** (50%). Principals are officers and/or stockholders of WDEL-AM-FM-TV Wilmington, Del., WGAL-AM-TV Lancaster, Pa., WORK York, Pa., WKBO Harrisburg, Pa., and WRAW Reading, Pa.

Comrs. Walker, Hennock and Merrill dissented.

City priority status: Gr. B-1, No. 80.

**CHARLESTON, S. C. — WCSC Inc. (WCSC).** Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 310 ft., above ground 360 ft. Engineering conditions. Estimated construction cost $290,000, first year operating cost $275,000, revenue $250,000. Post Office address Radio Station WCSC, Francis Marion Hotel, Charleston. Studio location corner of Charlotte and East Bay Streets. Transmitter location 1 mi. east of Ashley Hall plantation in St. Andrews Township. Geographic coordinates 32° 49′ 26″ N. Lat., 80° 00′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer **John M. Rivers** (100%), Vice President **G. L. B. Rivers** and Secretary **Martha R. Rivers.** City priority status: Gr. A-2, No. 55.

**HONOLULU, T. H.—Radio Honolulu Ltd.** Granted vhf Ch. 11 (198-204 mc); ERP 125 kw visual, 74 kw aural; antenna height above average terrain 1,740 ft., above ground 174 ft. Engineering condition; also subject to condition that Executive Vice President Herbert M. Richards, 6% stockholder, sever himself of any and all connections with Honolulu Star-Bulletin Ltd., 24% owner of KGMB-TV Honolulu. Estimated construction cost $363,950, first year operating cost $156,800, revenue $156,800. Post office address P. O. Box 2727, Honolulu. Studio location to be determined. Transmitter location on Mt. Tantalus, 0.4 mi. north of Tantalus Drive. Geographic coordinates 21° 20′ 22″ N. Lat., 157° 48′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Barnes & Neilson, Washington. Consulting engineer Bernard Associates, Hollywood, Calif. Principals include President **Walter H. Dillingham** (4.7%), independent real estate broker; Executive Vice President **Herbert M. Richards** (6%), secretary of Kahua Ranch Ltd., assistant secretary of Waialua Water Co., special partner of

*(Continued on page 78)*

### TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

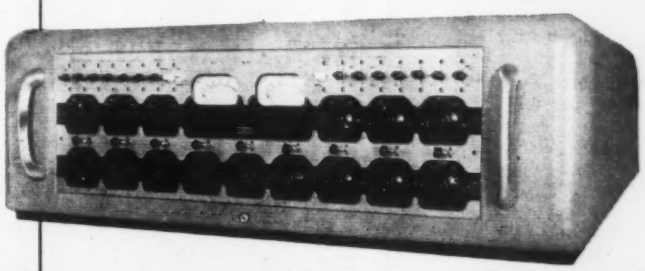
**KRTV (TV) Little Rock, Ark.** (Little Rock Telecasters, uhf Ch. 17; B•T Sept. 22); **WSUN-TV St. Petersburg, Fla.** (City of St. Petersburg, uhf Ch. 38; B•T, Oct. 13); **WTVO (TV) Rockford, Ill.** (Winnebago Television Corp., uhf Ch. 39; B•T, Sept. 15); **KTTS-TV Springfield, Mo.** (Independent Bcstg. Co., vhf Ch. 10; B•T, Oct. 13); **WOUC (TV) Chattanooga, Tenn.** (Chattanooga TV Inc., uhf Ch. 49; B•T, Aug. 25); **KGNC-TV Amarillo, Tex.** (Plains Radio Bcstg. Co., vhf Ch. 4; B•T, Oct. 13), and **KDUB-TV Lubbock, Tex.** (Texas Telecasting Inc., vhf Ch. 13; B•T, Oct. 13).

# "These 3 for TV"

**GATES offers three speech input consoles that fully meet every TV need. Whether you select the ultra complete SA-50 dual channel equipment, the much used SA-40 single channel console, or the very popular 52-CS studioette, you can be certain of top quality through advanced GATES engineering. For 30 years now, GATES has been building fine speech equipment — and for TV there is nothing finer!**

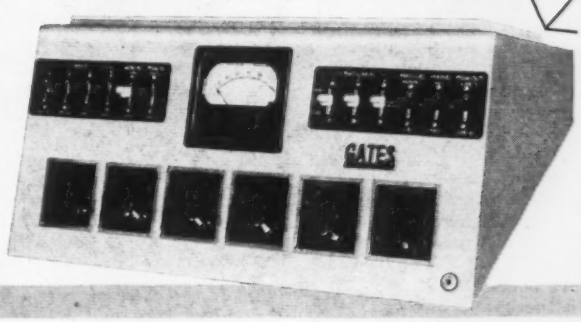
**GATES SA-50 Dual Channel Console . . .**

Nine mixing channels, dual program amplifiers, dual V. U. meters, 10 watt monitoring amplifier, self-contained cueing amplifier, five preamplifiers with room for two more where required. Complete remote, override, cueing and talk back facilities. Extremely low cross talk combined with high gain. Deluxe equipment all the way!



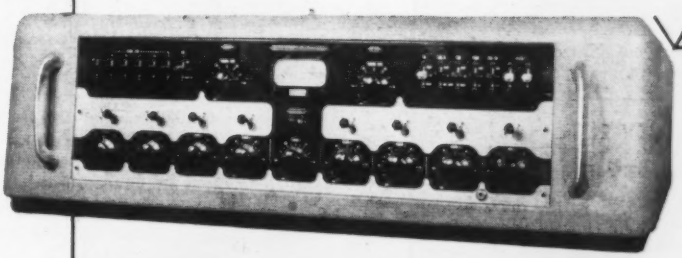
**GATES 52-CS Studioette . . .**

All GATES consoles have the same top quality components. This popular, modestly priced console is made possible by combining functions through key control. Many TV stations will prefer to use several 52-CS Studioettes instead of a single larger console. Every progressive TV engineer will find it worth while to investigate the 52-CS Studioette!




**GATES SA-40 Single Channel Console . . .**

Perhaps the most used speech input console in TV and radio today. Nine mixing channels, wide circuit selection, low cross talk, high gain and extreme ease of servicing are but a few of the SA-40's many features. GATES will gladly send detailed circuit data on request.



*GATES Speech Input Catalog — Yours for the asking is a 44-page catalog on GATES speech equipment plus a new 12-page brochure on remote control apparatus. No obligation, of course. Why not write now?*

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# THEATRE HEARING

## AT&T to Give Cost Data

NEXT STEP in the theatre TV hearings, which ended suddenly early last week, will be the submission by AT&T of costs and apparatus data requested earlier this year by movie counsel.

Telephone company promised a few weeks ago that it would submit answers to a long list of estimated requirements late this year. The information will be used to make a comparison with figures submitted two weeks ago by motion picture witnesses on estimated costs for exclusive theatre TV microwave hookups [B•T, Oct. 27].

Curtain for the second phase of the FCC *en banc* hearings on the request for the allocation of theatre TV frequencies is scheduled to go up Jan. 12. At that time, Manfred K. Toeppen, Los Angeles cost consultant, will testify on overall costs.

Following Mr. Toeppen's testimony, it is possible that cross examination of engineering and cost accounting witnesses may be the first order of business. That may mean AT&T, which has had a battery of scientific and legal counsel observing the hearings, may be given the opportunity to present its side of the case.

Direct, formal policy presentation is scheduled to begin next January also. A long list of motion picture executives are scheduled to testify in support of their industry's request for an allocation of frequencies for theatre TV.

Requested was 360 mc in the common carrier 5925-6875 mc band for a six-system service, comprising two 30 mc channels for each service. An additional 60 mc was requested in the mobile services frequencies, for pickup purposes, on a share basis.

Last witness was Dr. John W. Clark, sales manager of Varian Assoc., Palo Alto, Calif. Dr. Clark testified there were available Klystron tubes capable of meeting the power and bandwidth requirements requested by theatre TV proponents.

Cost for the elaborate intercity and intracity microwave hookup suggested by motion picture witnesses for a New York to Washington nine-city theatre TV network, may be expected to be between $50 and $60 million to build and more than $2 million a year to operate.

This is the best estimate of total costs, based on segment breakdowns submitted two weeks ago by movie witnesses.

The capital investment figure is based on an approximate $6.5 million construction cost to link the following cities in a six-program service: New York-Trenton-Philadelphia - Wilmington - Baltimore - Washington, with feeders to Allentown - Bethlehem, Reading and Atlantic City. It also envisages a building cost of $650,000 for program source links in five of the cities—New York, Philadelphia, Baltimore, Washington and Atlantic City.

Although the construction cost for linking up all indoor theatres in each of the nine cities could not be estimated, the detailed plan for hooking up greater Washington's 93 theatres was figured at $1.5 million. Overall, approximately 1,500 theatres may be considered to be involved in the nine cities chosen as a sample theatre TV network.

Operating costs were based on a three-year amortization for capital equipment and on a six-hour daily operation.

# MONRONEY SEES

## New TV-Bred Politicking

TELEVISION will "make completely obsolete the old-type [Presidential] campaign and do away with whistle-stop politicking in the future," Sen. A. S. (Mike) Monroney (D-Okla.) has asserted. He spoke at the Advertising Women of New York's first fall luncheon meeting Oct. 21.

Agreeing in essence with Sen. Monroney's opinions of radio and television's strength as "the best medium for reaching the voting public," Republican Gov. John Lodge of Connecticut added that there is still great need for individual citizen enlightenment. He praised the efforts of the nationwide, non-partisan "Get-Out-the-Vote" campaigns.

# WKRC-TV CHANNEL SWITCH

## Chief Engineer Wins Battle With Elements

*AT channel-switching ceremony were (l to r) Hal Condo, GE field engineer and Messrs. Latham, McElroy and Taft.*

WKRC-TV Cincinnati switched from Ch. 11 to Ch. 12 Oct. 22 but only "after as pesky a group of problems as ever haunted an engineer's nightmare."

Chief Engineer George A. Wilson had to cope with rain, sleet, fog, broken parts, high winds and other obstacles before he could announce that everything was ready for the switch.

When Neil H. McElroy, president, Procter & Gamble, pushed a button to put Ch. 12 in operation, Engineer Wilson was sagging after 36 sleepless hours.

Hulbert Taft Jr., executive vice president, Radio Cincinnati, licensee of WKRC-TV, considered sending Mr. Wilson to a quiet South Pacific island to recuperate.

Trouble began compounding immediately after the start of the installation of a new 12-bay supergain turnstile. Rain and sleet made work inadvisable on the 545-foot antenna. Winds up to 50 miles an hour added further complications.

The target changeover date—Sept. 27—passed. Each week thereafter was set as the changeover time. But each time mishaps pushed the date back.

Climax came Oct. 20. Just as WKRC-TV was taking full page newspaper ads to announce the change for the following day, the vital "T match assembly" was bent while being hoisted. After hours of work, it was straightened.

Then, after dark, it was sent aloft again. This time it caught in a girder and was broken beyond repair.

A hurried phone call to Syracuse was made to order a new part. An airplane took off and ran into 65-mile-an-hour headwinds. Meanwhile, Mr. Taft and U. A. Latham, WKRC-TV general manager, were directing switchboard operators who answered 6,000 inquiry calls. Mr. Wilson, General Electric Co. engineers and local technicians worked around the clock. At 7:27 p.m., Oct. 22, the switch finally was made.

# upcoming

Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Nov. 7: Louisiana Assn. of Broadcasters, fall meeting, Jung Hotel, New Orleans.

Nov. 6-8: National Assn. of Educational Broadcasters 1952 Convention, Minneapolis, Minn.

Nov. 6-8: Sixth annual Southern Industrial Editors Institute, U. of Georgia, Athens, Ga.

Nov. 6-8: CBC Board of Governors meeting, Ottawa, Ont.

Nov. 7-8: Michigan Assn. of Broadcasters, Annual Convention, Fort Shelby Hotel, Detroit.

Nov. 9-16: National Radio & Television Week.

Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.

Nov. 13-15: Assn. of Independent Metropolitan Stations, Conrad Hilton Hotel, Chicago.

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 3: NARTB full Board of Directors, Washington, D. C.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Indiana.

Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

**1953**

Jan. 12: Theatre TV allocation hearing, Washington.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

## Hooper Adds 22

SUBSCRIBERS to the new Los Angeles and San Francisco TV-Area Hooperatings, as announced by C. E. Hooper Inc., include the following advertising agencies and agency branch offices:

**Abbot Kimball Co., BBDO, Calkins & Holden, Carlock, McClinton & Smith, Campbell-Ewald Co. Foote, Cone & Belding, Hixson & Jorgensen Inc. Mays & Co. Adv., Walter McCreery Inc., Dan B. Miner Co., Roche-Eckhoff & Assoc., Barton A. Stebbins Adv. Agency, Milton Weinberg Adv. Co. and West-Marquis Inc., all of Los Angeles. Also BBDO, Brisacher, Wheeler & Staff, Foote, Cone & Belding, Honig-Cooper Co., McCann-Erickson, Richard Meltzer Adv. Inc., and J. Walter Thompson Co., all in San Francisco.**

## Amends Bid

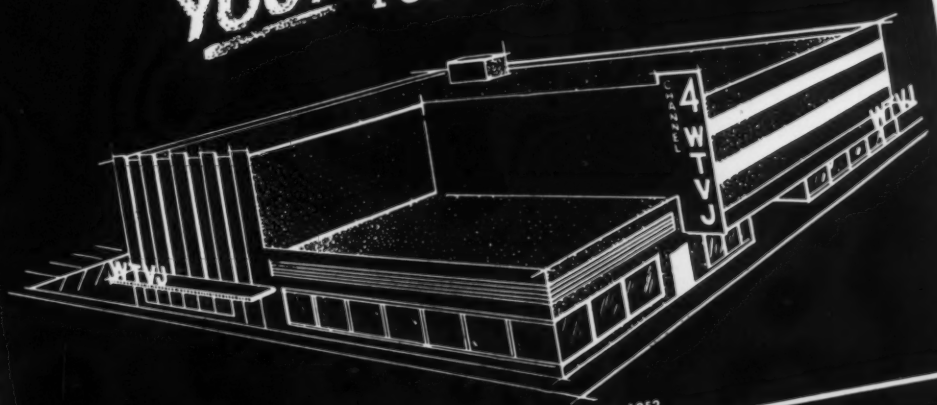
W. S. BUTTERFIELD Theatres Inc., TV applicant at Flint, Mich., has petitioned FCC to amend its bid to specify vhf Channel 12 in lieu of presently requested uhf Channel 16. WFDF Flint and WJR Detroit also seek Channel 12 at Flint. There is only one other bid pending for Channel 16, that of WTAC Flint. WBBC there dismissed its Channel 12 application in September [B•T, Sept. 29].



XUM

# WTVJ

## YOUR BLUEPRINT FOR FUTURE SALES




NEW PLANT COMPLETED NOVEMBER 1952

### SPECIFICATIONS

—Largest Television plant in Southeastern United States
—"A" Studio area to 10,000 sq. ft.
"B" Studio area to 800 sq. ft.
—Theatre seating capacity of 250 for audience participation
—All NEW studio and technical equipment
—Engineering research department
—Complete motion picture, laboratory and newsreel plant
—Four years 'on-the-air' experience

### REQUIREMENTS

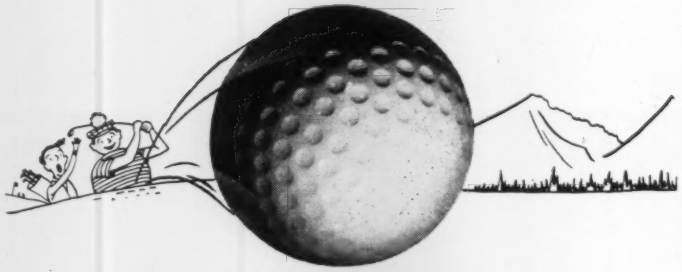
TO SERVICE: 825,000 year 'round buying population with a
51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA *TV* SALES STORY

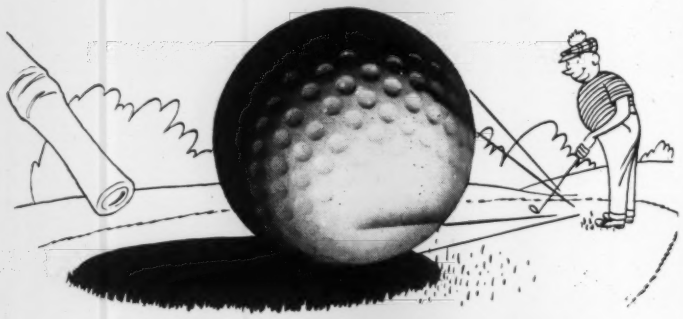
CALL YOUR FREE & PETERS' COLONEL, TODAY

# CHANNEL 4 WTVJ

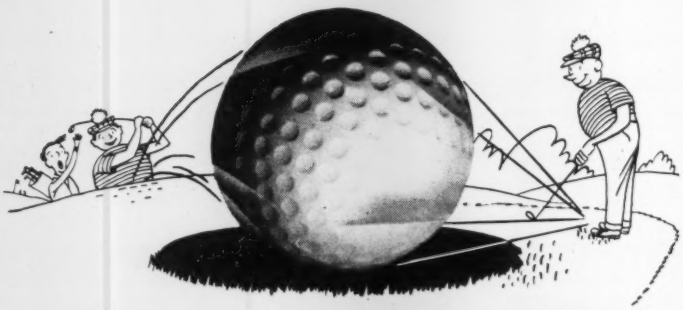
*Florida's First TV Station* • MIAMI



A long drive is very "soul-satisfying".....



a long putt is mighty refreshing, too.....



....but put 'em both together and you'll really score!

to sell the great 2 billion dollar Memphis market

you need BOTH

WMC and WMCT

NBC—5000W 790 K.C.

Memphis' Only TV Station

owned and operated by The Commercial Appeal • National Representatives The Branham Company


## N. J. GROUP

### Named on Educational TV

APPOINTMENT of a 10-member commission on educational television in New Jersey was announced last Wednesday by Frederick M. Raubinger, state commissioner of education.

Group—which includes Allen B. DuMont, Allen B. DuMont Labs.; E. W. Engstrom, RCA Labs. Div., and Robert B. MacDougall, WATV (TV) Newark—is similar to the committee set up earlier this month for the State of New York by Gov. Thomas E. Dewey [B•T, Oct. 13].

New Jersey's group is to study the possibilities of educational TV and to submit a report by next Jan. 1. Six channels have been reserved for non-commercial television in New Jersey.

**Other commission members are Mrs. A. Hobart Anderson, president, New Jersey Congress of Parents and Teachers; State Sen. Samuel L. Bodine; State Budget Director J. Lindsay deValliere; Charles W. Hamilton, executive assistant to the State Commissioner of Education; Assemblyman Thomas J. Hillery; Sampson G. Smith, County Superintendent of Schools, Somerville, and Herbert W. Voorhees, president, New Jersey Farm Bureau.**

## COLORCASTING

### San Diego Applicant Set

PROPOSAL to "start right off with 30 hours" of color telecasting weekly upon beginning operations was made last week by T. B. C. Television Inc., applicant for vhf Channel 10 in San Diego [B•T, Oct. 27], if it is granted the channel. T. B. C. Television is the first applicant to propose color telecasting since lifting of the TV freeze by FCC on April 14.

In a statement to BROADCASTING • TELECASTING, T. B. C. General Manager L. N. Papernow said his firm proposed 30 hours of color telecasting of a total of 91 hours weekly, "and we will go to 100% at the earliest possible moment." T. B. C.'s application is mutually exclusive with those of Airfan Radio Corp. (KFSD) and Charles E. Salik (KCBQ). The statement: (1) Did not indicate how soon T. B. C. would go on the air in case of a grant, (2) expressed belief government restrictions on color equipment would be removed before any FCC hearing over the channel grant and (3) said T. B. C. did not anticipate network affiliation.

## Studebaker Plan

STUDEBAKER Corp., South Bend, Ind., reportedly may make a major entrance into network TV next year after its current 100th anniversary observance. Studebaker is expected to look for a prestige show of the non-variety, non-comedy type. Meanwhile, Studebaker dealers in Chicago have bought 20 spots weekly on WENR-TV (ABC) Chicago for minimum of eight weeks. Agency is Roche, Williams & Cleary, Chicago.

## DAY TV IMPACT

### Stressed by Lawrence

ADVERTISERS have at last found out how good daytime television really is, a discovery the home viewers made long ago, Craig Lawrence, general manager of WCBS-TV New York, said Thursday at a news luncheon in New York.

Last April, Mr. Lawrence said, WCBS-TV had 27 daytime clients, using 58 announcements a week. Today, he reported, the number of daytime advertisers has increased to 46, the number of announcements to 267. He credited much of the increase, which is running at the rate of $1 million a year, to the station's "12 Plan" offering 45% discounts on daytime spots to advertisers using 12 or more announcements a week. The rest, he said, is due to an intensive WCBS-TV sales drive, pointing out the advantages of daytime TV.

Launched early in the summer [B•T, July 14], when 85% of daytime TV advertisers in New York were using three or fewer spots a week, the 12 Plan has encouraged advertisers to use daytime TV frequently enough to achieve real penetration with the 25% to 35% of the more than 3 million TV homes in the New York area, who see the advertiser's message twice a week on the average.

Tom Dawson, general sales manager of CBS Television Spot Sales, said that the success of the 12 Plan at WCBS-TV had led to the adoption of this or a similar daytime volume discount plan by all other TV stations represented by the network's Spot Sales division except WCAU-TV Philadelphia, and that station is going to begin such a plan soon, he said.

## WNBQ OPEN HOUSE

### Draws More Than 300 Guests

BUYERS with a yen for television satisfied their video curiosity in Chicago last Wednesday and Thursday as they toured facilities of WNBQ (TV), the NBC station there.

More than 300 executives from advertising agencies and manufacturing companies in the area were guests at the station's first TV open house [B•T, Oct. 20].

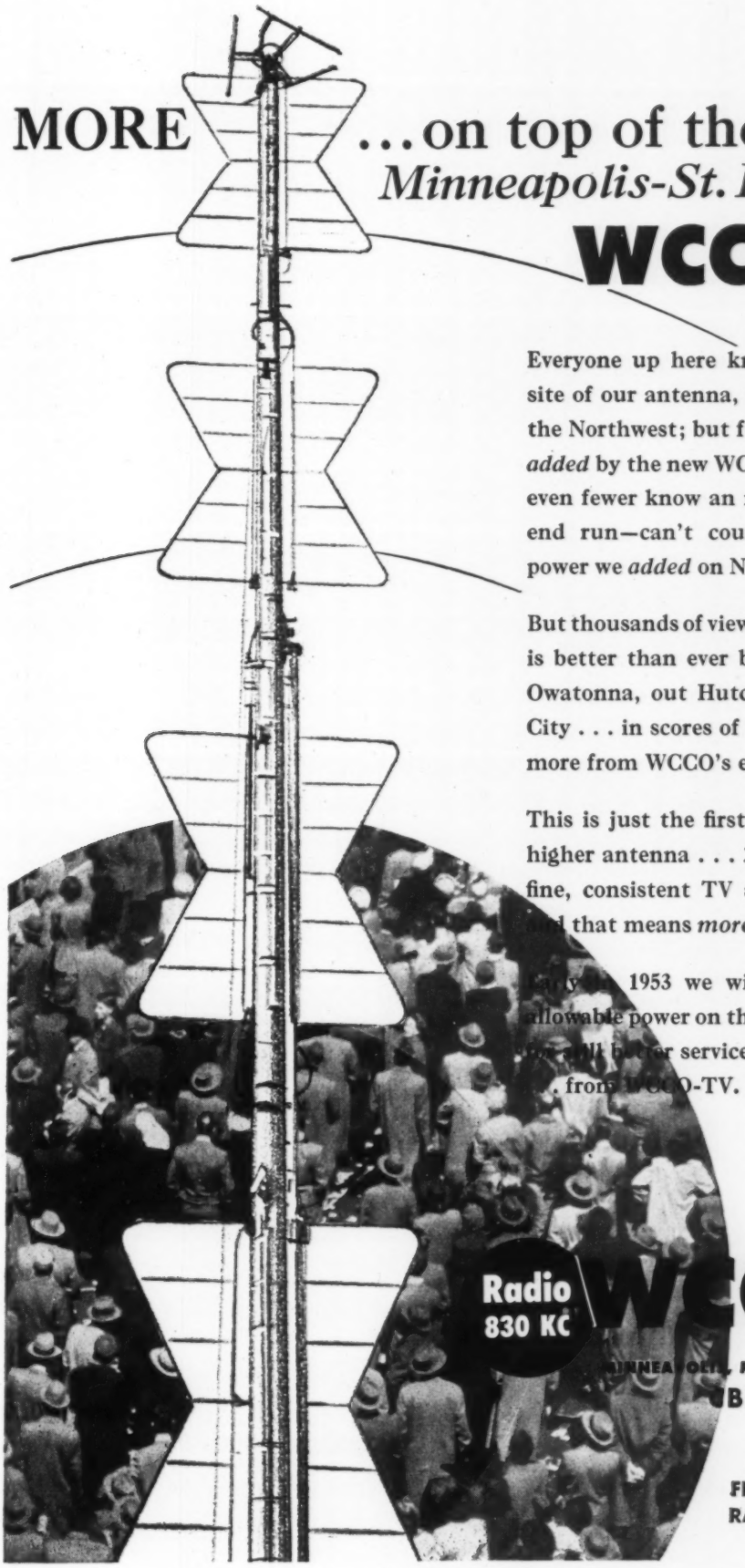
NBC Chicago personnel, headed by Vice President Harry C. Kopf, were hosts. The special promotion was coordinated by John Keys, WNBQ promotion and advertising manager, and by George Heinemann, TV program manager, working with John McPartlin, sales manager.

## Skippy Renews

SKIPPY Peanut Butter has renewed *You Asked for It* on ABC-TV (Sun., 7-7:30 p.m.), for 52 weeks effective Dec. 7. Agency is Guild, Bascom & Bonfigli, San Francisco.

# MORE ...on top of the highest *in the Minneapolis-St. Paul Market of*

# WCCO-TV



Everyone up here knows the Foshay Tower, site of our antenna, is the tallest building in the Northwest; but few will notice the 80 feet *added* by the new WCCO-TV—6-Bay antenna; even fewer know an mv/m countour from an end run—can't count the 11,400 watts in power we *added* on November 10th.

But thousands of viewers know that WCCO-TV is better than ever before . . . down around Owatonna, out Hutchinson way, up at Pine City . . . in scores of towns 50 to 70 miles and more from WCCO's extended antenna.

This is just the first step . . . power up . . . higher antenna . . . 2964 new square miles of fine, consistent TV service from WCCO-TV; and that means *more* everyday viewer-buyers.

By mid 1953 we will have* the maximum allowable power on the air . . . 100,000 watts . . . more still better service . . . to still more people . . . from WCCO-TV.

*FCC permitting

Radio 830 KC WCCO TV Channel 4

MINNEAPOLIS, MINNESOTA

CBS

*Nationally represented by*
**FREE & PETERS for TELEVISION**
**RADIO SPOT SALES for RADIO**

## TV Grants, Applications

*(Continued from page 72)*

Weaver & Co., and officer and stockholder in Honolulu Star-Bulletin Ltd. (which is 24% owner of KGMB-TV Honolulu); Vice President **Arthur E. Varner** (7.7%), owner and general manager of Western Roofing Co.; Secretary **William A. Cottrell** (17.7%), U. S. Veterans employment representative for Hawaii; Treasurer **Albert J. Cantrelle** (0.4%); **Mary S. Herren** (30.7%); **Rowland N. Winbush** (4.6%); **King W. Chapman** (4.4%), and ten others each with less than 4% interest. [For application, see TV APPLICATIONS, B•T, Sept. 22, July 7.] City priority status not applicable to U. S. territories.

**EL PASO, Tex.—KEPO Inc. (KEPO).** Granted vhf Ch. 13 (210-216 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 1,000 ft., above ground 494 ft. Estimated construction cost $435,484, first year operating cost $241,800, revenue $246,900. Post office address % W. B. Pratt, 706 Capital National Bank Bldg., Austin, Tex. Studio location 2419 N. Piedras St. Transmitter location on mountain crest 0.4 mi. north of Scenic Point. Geographic coordinates 31° 47' 17" N. Lat., 106° 28' 48" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum, Dallas, Tex. Principals include President **Miller C. Robertson** (25%), Vice President **W. A. Porter Jr.** (25%), Vice President **Ralph I. Richardson** (25%) and Secretary-Treasurer **W. B. Pratt** (25%). Mr. Robertson has no other business interests; Messrs. Porter, Richardson and Pratt are associated with coal mining and construction interests in Minneapolis. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. A-2, No. 15.

### SPECIAL TEMPORARY AUTHORIZATION GRANTED

**KTBC - TV AUSTIN, Tex. — Texas Bcstg. Corp.** Granted special temporary authorization for interim operation of TV station on commercial basis from Nov. 15 to April 27, 1953. Vhf Ch. 7; ERP 20.5 kw visual, 10.1 kw aural. Antenna height above average terrain 740 ft.

**KDUB-TV LUBBOCK, Tex. — Texas Telecasting Inc.** Granted special temporary authorization for interim operation of TV station on commercial basis from Oct. 31 to April 30, 1953. Vhf Ch. 13; output power 5 kw visual, 2.5 kw aural. Antenna height above average terrain 184 ft.

**KGMB-TV HONOLULU, T. H.—Hawaiian Bcstg. System Ltd.** Granted special temporary authorization for interim operation of TV station on commercial basis from Dec. 1 to April 1, 1953. Vhf Ch. 9; output power 500 watts visual, 250 watts aural. Antenna height above ground 338 ft. Transmitter location 1534 Kapiolani Blvd., Honolulu; antenna to be single section turnstile mounted atop KGMB (AM) tower.

### PERMIT ISSUED

**NEW BRITAIN, Conn.—New Britain Bcstg. Co. (WKNB).** FCC set aside its order of July 23 which stayed the effective date of CP which was granted for uhf Ch. 30 (566-572 mc); ERP 180 kw visual, 90 kw aural; antenna height above average terrain 920 ft., above ground 545 ft. FCC ordered that CP be issued, effective immediately. Estimated construction cost $323,879, first year operating cost $199,950, revenue not estimated. Post Office address 213 Main St., New Britain, Conn. Studio location 213 Main St. Transmitter location 3.3 mi. NE of New Britain. Geographic coordinates 41° 37' 36.5" N. Lat., 72° 49' 33" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Julian Gross,** Vice President **Harry Hatsing,** Treasurer **Chester Bland** and Secretary **William H. Ray.** [For original grant, see TV GRANTS, B•T, July 21.] City priority status: Gr. B-1, No. 9.

### EXISTING STATIONS

**Changes Granted**

**WBRC-TV BIRMINGHAM, Ala. — Birmingham Bcstg. Co.** Granted mod. CP to change type of antenna.

**KDEN (TV) DENVER, Col.—Empire Coil Co.** Granted mod. CP to change ERP to 110 kw visual, 55 kw aural, and make slight change in transmitter location. Geographical coordinates 39° 42' 12" N. Lat. Antenna height above average terrain 950 ft., above ground 15[illegible] ft.

**WWLP (TV) AGAWAM, Mass. — Springfield Television Bcstg. Corp.** Granted mod. CP to change ERP to 150 kw visual, 75 kw aural; change studio location to Agawam, Mass., and change transmitter location to North West St., Provin Mtn., Agawam, Mass. Geographical coordinates 72° 05' 04" N Lat., 72° 42' 18" W. Long. Change type of transmitter and make changes in antenna system. Antenna height above average terrain 700 ft.

**KXLY-TV SPOKANE, Wash.—KXLY-TV.** Granted mod. CP to change ERP to 48 kw visual, 28.5 kw aural. Change transmitter location to atop Mt. Spokane, about 25 mi. NNE of Spokane. Geographical coordinates 47° 55' 18" N. Lat., 117° 06' 48" W. Long. Change antenna height above average terrain to 3,070 ft. and change type of antenna.

### GRANTED LICENSE

**WPIX (TV) NEW YORK CITY — WPIX Inc.** Granted license for commercial TV stations, vhf Ch. 11 (198-204 mc); ERP 3.6 kw visual, 2.4 kw aural; antenna height above average terrain 1,410 ft.

### NEW APPLICATIONS

**Listed by States**

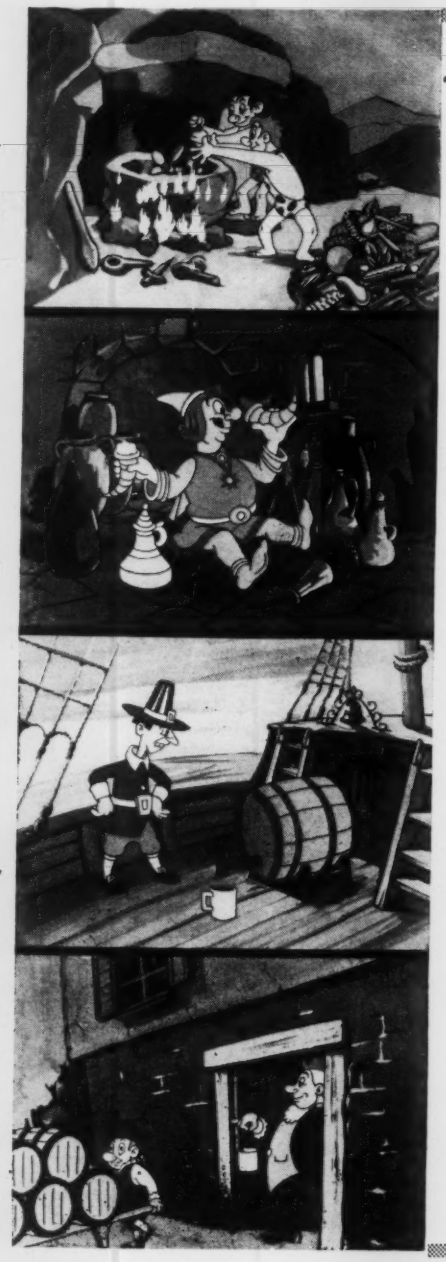
† Indicates pre - thaw application amended (re-filed).

**DOVER, Del. — Rollins Bcstg. Inc. (WJWL Georgetown, Del.),** uhf Ch. 40 (626-632 mc); ERP 195 kw visual, 103.5 kw aural; antenna height above average terrain 531 ft., above ground 541 ft. Estimated construction cost $264,340, first year operating cost $150,000, revenue $175,000. Post Office address Moore Bldg., Rehobath, Del. (on application, this town is spelled both "Rehobath" and "Rehoboth"). Studio and transmitter location 1.4 mi. NE of Harrington on West side of U. S. 13. Geographic coordinates 38° 56' 29" N. Lat., 75° 33' 58" W. Long. Transmitter and antenna GE. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehobath, Del. Principals include President **John W. Rollins** (62.5%), Vice President and Secretary **O. Wayne Rollins** (33.3%) and Treasurer **Katherine E. Rollins** (4.2%). Applicant also is licensee of WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va.; applicant also is applicant for new AM stations in Roanoke, Va., and Dover, Del. City priority status: Gr. A-2, No. 779.

**WASHINGTON, D. C.—Board of Education of the District of Columbia,** uhf Ch. *26 (542-548 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 399 ft., above ground 250 ft. Estimated construction cost $271,794, first year operating cost $100,000. (No revenue; noncommercial, educational application.) Post Office address Franklin School, 13th and K Streets, N. W., Washington, D. C. Studio location not specified on application. Transmitter location near Fessenden St. and Fort Drive, N. W. in vicinity of Howard St. Geographic coordinates 30° 57' 13" N. Lat., 77° 04' 30" W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Herbert A. Friede, Washington. Principals include **Dr. Hobart M. Corning,** superintendent of schools, and the Board of Education of the District of Columbia. City priority status not applicable to applicants for noncommercial, educational TV stations seeking noncommercial, educational channels.

**ORLANDO, Fla. — Central Florida Publishing Co.,** uhf Ch. 16 (494-500 mc); ERP 87.1 kw visual, 49 kw aural; antenna height above average terrain 425 ft., above ground 450 ft. Estimated construction cost $249,830, first year operating cost $354,890, revenue $400,000. Post Office address 239 Boone St., Orlando, Fla. Studio location 248 S. Orange St., Orlando. Transmitter location on Clarcona Road, at Lockhart, Fla. Geographic coordinates 28° 37' 32" N. Lat., 81° 26' 45" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer William E. Benns Jr., Washington. Principals include Presi-

*(Continued on page 80)*

*Special Release for Breweries . . .*

NEW CARTOON SERIES OF TV FILM COMMERCIALS!

Since ancient times, beer has played a prominent role in the life and pleasure of people around the world. A beer shortage, for example, was the key reason why the Pilgrims landed at Plymouth Rock! . . . Such highlights from history furnish the interest-compelling theme for the new series of Alexander film commercials for the brewery.

Thirteen 20-second and four 60-second films are included in the series, and are done in cartoon animation! The result is TV advertising that is packed with appeal and impact!

Available under a low-cost licensing plan, the films can be used at a fraction of their production costs. Breweries interested in sponsoring the series should act now, as display rights are allotted on an exclusive basis in each of the TV markets. . . . Write or wire today for full details!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York • Detroit • Chicago

Hollywood • Dallas • San Francisco

# This Is Hollywood Playhouse!

## *A steady habit . . .*

## *of steady buyers!*

When Hollywood Playhouse hits the screen at 1 o'clock TV tune-ins *really* jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU FRI.
1 TO 2 P.M.

**Television Baltimore**

# WBAL-TV

**NBC in Maryland**

***Nationally Represented by EDWARD PETRY & COMPANY***

## TV Grants, Applications

*(Continued from page 78)*

dent and Treasurer **William Henry Albright** (99.2%), sole owner of *Orlando Post* (weekly newspaper); Vice President **Elizabeth J. Albright** (0.4%), wife of Mr. Albright and business manager of *Orlando Post*, and Secretary **Owen W. Hurlbert** (0.4%), father of Mrs. Albright and passenger and freight agent for Southern Railway System (common carrier), Orlando. In addition, **Carl Kazarian** has subscribed to 250 shares of Class B (non-voting) stock, for which he will pay $25,000; he is developer and builder in Orlando, and from 1939 to 1949 was owner and manager of Orange Pharmacy, Orlando. City priority status: Gr. A-2, No. 76.

**DECATUR, Ill. — Prairie Television Co.,** uhf Ch. 17 (488-494 mc); ERP 18.03 kw visual, 9.727 kw aural; antenna height above average terrain 314 ft., above ground 352 ft. Estimated construction cost $181,230, first year operating cost $184,000, revenue $360,000. Post Office address 250 North Water St., Decatur, Ill. Studio and transmitter location 1.35 mi. SW of Lake Decatur Dam, 0.3 mi. west of U. S. 51, 2.25 mi. SW from center of Decatur. Geographic coordinates 39° 48' 45" N. Lat., 88° 58' 29" W. Long. Transmitter and antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President **W. L. Shellabarger** (88%), supervisor of personally-owned investments (nature of investments not revealed in application), and until sold this year owner and general manager of Shellabarger Mills Inc. (grain elevators and soy bean processing), Decatur; Vice President **Harold G. Cowgill** (10%), associate attorney with Washington (D. C.) law firm of Segal, Smith & Hennessey, and Secretary **David S. Shellabarger** (2%), supervisor of personally-owned investments (nature of investments not revealed in application), and until sold this year secretary and grain department manager of Shellabarger Mills Inc. City priority status: Gr. A-2, No. 59.

**LANSING, Mich.—J. Frank Gallaher, Loren M. Berry and Ronald B. Woodyard,** uhf Ch. 54 (710-716 mc); ERP 230.054 kw visual, 120.838 kw aural; antenna height above average terrain 309 ft., above ground 339 ft. Estimated construction cost $236,941, first year operating cost $120,000, revenue $150,000. Post Office address % Donald B. Woodyard, 5 South Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location 5211 South Pennsylvania Ave., Delhi Township. Geographic coordinates 42° 40' 52" N. Lat., 84° 32' 05.5" W. Long. Transmitter and antenna GE. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals include equal (⅓) partners **J. Frank Gallaher,** treasurer and 8% owner of WONE Dayton, Ohio; **Loren M. Berry,** vice president and 12% owner of WONE, and **Ronald B. Woodyard,** president and 18% owner of WONE. For more details on business interests, see Pittsburgh, Pa., application below. City priority status: Gr. B-2, No. 147.

**FAYETTEVILLE, N. C.—Fayetteville Bcstrs. Inc. (WFLB),** uhf Ch. 18 (494-500 mc); ERP 94 kw visual, 53.2 kw aural; antenna height above average terrain 319 ft., above ground 365 ft. Estimated construction cost $185,213, first year operating cost $73,620, revenue $70,000. Post Office address P. O. Box 512, Fayetteville, N. C. Studio and transmitter location on Bragg Blvd., near Westmont Drive, at WFLB (AM) transmitter site. Geographic coordinates 35° 04' 06" N. Lat., 78° 54' 10" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Harry B. Stein** (12½%), Vice President **Neill A. Currie Jr.** (12½%), Secretary-Treasurer **W. M. K. Bender** (12½%), **John W. Hensdale** (12½%), **John D. Curtis** (12½%), **R. B. Minges** (12½%), **T. D. Hatcher** (12½%) and **J. B. Stein** (12½%). City priority status: Gr. A-2, No. 134.

**TULSA, Okla.—Arthur R. Olson,** uhf Ch. 17 (488-494 mc); ERP 251.1 kw visual, 131.8 kw aural; antenna height above average terrain 861 ft., above ground 652 ft. Estimated construction cost $701,052, first year operating cost $300,000, revenue $240,000. Post Office address P. O. Box 2680, Tulsa, Okla. Studio location to be determined. Transmitter location 3 mi. north of San Springs, Okla., about 7 mi. WNW of center of Tulsa. Geographic coordinates 36° 11' 36" N. Lat., 96° 05' 54" W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George P. Adair, Washington. Sole owner of applicant is **Arthur R. Olson,** president and 51% owner of Arlington Texas Industries Inc. (mfr. of magnesium and aluminum castings), Arlington, Tex.; vice president and 12½% owner of Olson Drilling Co. (oil well drilling), Tulsa; partner and 40% owner of Olson Oil Co. (oil), Tulsa, and secretary and 37/720ths owner of Principle Films Inc. (motion picture production), Seguin, Tex. City priority status: Gr. B-4, No. 197.

**LANCASTER, Pa.—Peoples Bcstg. Co. (WLAN),** vhf Ch. 8 (180-186 mc); ERP 29 kw visual, 14.5 kw aural; antenna height above average terrain 360 ft., above ground 390 ft. Estimated construction cost $40,000, first year operating cost $484,500, revenue $640,000. (DuMont will rent equipment worth $150,000 to applicant for $6,000 per month.) Post Office address 252 North Queen St., Lancaster. Studio location 252 North Queen St. Transmitter location on Gypsy Hill Road, 2.4 mi. SE of Lancaster, near Rock Spring Road (former location of WLAN-FM). Geographic coordinates 40° 01' 11" N. Lat., 76° 16' 39" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Stephen Tuhy Jr. and Arthur Scharfeld, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. [Application filed with petition for waiver of Rule 1.364 which forbids multiple applications from being filed; applicant already has request pending for same channel, but it is involved in hearing with WGAL-TV Lancaster. See story, B•T, Oct. 27. For application, see B•T, June 9.] City priority status: Gr. B-2, No. 150.

**PITTSBURGH, Pa.—J. Frank Gallaher, Loren Berry and Ronald B. Woodyard,** uhf Ch. 47, (668-674 mc); ERP 230.69 kw visual, 121.175 kw aural; antenna height above average terrain 478 ft., above ground 391 ft. Estimated construction cost $259,800, first year operating cost $200,000, revenue $250,000. Post Office address 5 South Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location on Chicago St., between Mazant St. and Aner St. Geographic coordinates 40° 28' 39" N. Lat., 80° 00' 15" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer John H. Mullaney, Washington. Principals include equal (⅓) partners **J. Frank Gallaher,** treasurer and 8.1% owner of WONE Dayton (applicant for TV there), chairman of board and 51% owner of The Gallaher Drug Co. (chain drugs), Dayton, and vice president and 50% owner of Stock Gallaher Co. (building), plus various real estate holdings and interests; **Loren M. Berry,** vice president and 12.33% owner of WONE, president of L. M. Berry & Co. Ltd. (nature of business not revealed in application), Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton, and officer or director in various telephone companies, and **Ronald B. Woodyard,** president and 17.87% owner of WONE, president of Fort Myers Bcstg. Co. (location of company not revealed in application), and other broadcast interests. City priority status: Gr. B-4, No. 180.

**SHAMOKIN, Pa. — Radio Anthracite Inc. (WISL),** uhf Ch. 65 (776-782 mc); ERP 100 kw visual, 56.6 kw aural; antenna height above average terrain 841 ft., above ground 300 ft. Estimated construction cost $287,500, first year operating cost $200,000, revenue $225,000. Post Office address Rock and Sunbury Streets, Shamokin, Pa. Studio location Rock and Sunbury Streets, Shamokin. Transmitter location in Coal Township, 0.5 mi. north of Shamokin, on the first ridge north of Shamokin. Geographic coordinates 40° 48' 02" N. Lat., 76° 33' 26" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Henry W. Lark** (90.9%), owner of Sunbury Wire Rope Mfg. Co. and Walnut Hosiery Mills Inc.; Secretary-Treasurer **Carl Rice** (9.1%), secretary for Susquehanna Paving Materials Co. and director for Susquehanna Industries Inc. and Turbottville (Pa.) Water Co., and **H. Wilson Lark,** president and 32% owner of National Dime Bank of Shamokin. Applicant also is licensee of WHWL Nanticoke, Pa. (Sunbury, Pa., channel is sought by applicant.) City priority status: Gr. A-2, No. 353.

**PROVIDENCE, R. I.—Television Associates of Rhode Island Inc.,** uhf Ch. 16 (482-488 mc); ERP 95.3 kw visual, 51.4 kw aural; antenna height above average terrain 555 ft., above ground 453 ft. Estimated construction cost $329,425, first year operating cost $242,450, revenue $421,200. Post Office address 15 Chestnut St., Providence 3, R. I. Studio location to be determined. Transmitter location on east side of Pine St., in township of Rehoboth, Mass., ¼ mi. south of WJAR-TV transmitter site and across the road from site used formerly by WEAN (FM). Geographic coordinates 41° 51' 42" N. Lat., 71° 17' 22" W. Long. Transmitter and antenna RCA. Legal counsel Norman S. Case, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President and Chairman of the Board **Philip A. Ostrow** (approx. ⅓%), owner of Albright Motors, Providence; Vice President **David L. Stackhouse** (approx. ⅓%), advertising and publicity service, Providence, and president and half-owner of Stackhouse Games Inc., Providence; Secretary **Warren Clifton Glanvill** (approx. ⅓%), tool supervisor for Cable Electric Products Co., Providence; Assistant Secretary **Rita A. Pascale** (approx. ⅓%), secretary for Providence law firm of Semenoff & Semenoff; Treasurer **Collis O. Beck** (approx. ⅓%), designing engineer for Colonial Engineering Co., Springfield, Mass., and eight other minority stockholders. City priority status: Gr. B-5, No. 206.

**DALLAS, Tex.—City of Dallas, Texas (WRR),** uhf Ch. 29 (560-566 mc); ERP 156 kw visual, 78 kw aural; antenna height above average terrain 600 ft., above ground 600 ft. Estimated construction cost $291,081, first year operating cost $96,000, revenue not estimated. Post Office address Municipal Bldg., Main at Harwood, Dallas, Tex. Studio and transmitter location near intersection of Forest Ave. and Cotton Bowl Circle in State Fair Grounds. Geographic coordinates 32° 46' 40" N. Lat., 96° 45' 29" W. Long. Transmitter and antenna GE. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Durward J. Tucker, Dallas, Tex. Principals include Chairman of Radio Commission **E. O. Cartwright,** manager of Merrill, Lynch, Pierce, Fenner & Beane (brokers and dealers in securities and commodities), Dallas; Radio Commissioner **R. W. Baxter,** president of Rio Grande Life Insurance Co. (life, accident and hospitalization insurance), Dallas, and Radio Commissioner **R. G. McCord,** general manager of mail orders for Sears, Roebuck & Co., Dallas. (Dallas Radio Commission members serve in civic capacity only, serve without compensation and have no other official relationship with municipal government.) Sole owner of applicant is City of Dallas, Tex. City priority status: Gr. B-2, No. 155.

**NORFOLK, Va.—Tidewater Telecasting Corp. (WNOR),** vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 440 ft., above ground 485 ft. Estimated construction cost $372,000, first year operating cost $375,000, revenue $400,000. Post Office address 1019 Boissevain Ave., Norfolk, Va. Studio and transmitter location 1019 Boissevain Ave. Geographic coordinates 36° 51' 49" N. Lat., 76° 18' 24" W. Long. Transmitter and antenna Federal Tele-Communication Labs. Inc. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John C. Aspinwell Jr.** (18%), chairman of board and 26% owner of Music-Aire Corp. (wired music), Norfolk, and 23% partner in Security Storage and Van Co. (warehouse and shipping), Norfolk; First Vice President **E. T. Gresham** (4%), president and 75% owner of E. T. Gresham Co. (contractor), Norfolk; Second Vice President **Louis H. Peterson** (35% individually; his wife, **Mary L. Peterson,** holds additional 10%), owner of WNOR Norfolk and 95% owner of WSSV Petersburg, Va. (applicant for new TV station in Petersburg) (Mrs. Peterson owns remaining 5% of WSSV), and owner of Peterson Adv. Co. (outdoor advertising); Secretary-Treasurer **Earl Harper** (16%), director for WNOR (no other business interests indicated), and eight other minority stockholders, all Norfolk residents. City priority status: Gr. B-4, No. 189.

### APPLICATIONS MODIFIED

**Listed by States**

**SACRAMENTO, Calif. — McClatchy Bcstg. Co. (KFBK).** vhf Ch. 10 (192-198 mc); Change ERP to 316 kw visual, 158

*Continued on page 90)*


WISE BUYERS Buy KFMB-TV

San Diego's First and only TV Station Blankets California's Third Market!

San Diego's 1951 AIR TRAFFIC ... 321,189 Commercial Passengers On Scheduled Major Airlines

KFMB-TV, KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr.

DOROTHY SINCLAIR
and Elementary School students.
"Know Your Schools"
KPRC-TV, 5:00 p.m. daily.

# The Hickory Stick—

. . . as a school room accessory, went out with high-button shoes! Today's school room methods look to the future instead of the past. Today's children are taught by reason instead of rule. In Houston, children and adults alike look through the word "Education" and *see* the machinery that makes it work . . . look behind the vine-covered walls and examine techniques, observe activities, meet the educators.

From January 18 through July 4, 1952, KPRC-TV and the Houston Public Schools presented a total of 73 television programs designed to extend education in Houston beyond the borders of the school room. The series, entitled, "Know Your Schools," was conducted by the Supervisor of Television Programs for the Houston Public Schools, Dorothy Sinclair.

Mrs. Sinclair, acting under the direction of the School Board, utilized the facilities of KPRC-TV to present nine different types of programs: *Interviews,* with teachers, students, and personnel of professional, community and cultural agencies; *Panel Discussions; Films of Activities Within Schools; Master Teacher Demonstrations* (elementary, junior, and senior schools); *Pupil Demonstrations,* music, dance, civil defense, scientific and others; *Exhibition,* driving, home economics, hobbies and others; *Dramatizations,* folk lore, citizenship, safety and others; *Musical,* instrumental, choral, ensembles and others; and *Film Discussion* groups.

A total of 529 school children from 38 schools, 45 school administrators and 61 teachers and principals plus 32 persons from community, cultural and other educational institutions took part in "Know Your Schools."

"Know Your Schools" makes no attempt to fabricate any program. Rather, it presents the schools as they are and situations as near reality as possible, striving to bring the schools to the people informally and naturally.

*Another series of "Know Your Schools" is now under way.* Each afternoon at 5:00 p.m. on KPRC-TV Dorothy Sinclair greets Houston televiewers with more information about the schools they support. Reporting, demonstrating, showing and interviewing, Mrs. Sinclair proves that Channel 2 in Houston is the direct path to community comprehension of its educational facilities and the stimulation of greater interest and cooperation throughout the community.

KPRC-TV

**CHANNEL 2 • HOUSTON**

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

## Hearings Facilities Problem

*(Continued from page 69)*

*Oregon Journal*, part owner of applicant, respecting paper's financial qualifications.

● Disclosure there have been informal talks on possible merger of the *Journal* and the Newhouse-owned *Portland Oregonian*, with both sides deciding not to hold further "discussion" of the subject. Newhouse group owns KGW Portland, Channel 6 applicant.

The witness who resigned during the Portland hearing a fortnight ago was Walter J. Stiles Jr., general manager of Oregon Television, who had not yet been called to testify. He gave "personal reasons" for his action.

Oregon Television petitioned FCC last week to amend its application to show removal of Mr. Stiles as manager and show different stock distribution since he relinquished his subscription to 50 shares. Oregon Television also proposed to increase its board of directors from five to six members.

On Monday, Henry A. White, Oregon Television president, returned to the stand to relate further details of his correspondence with Frank Belgrano, president of the First National Bank of Portland.

Earlier, it had been brought out that Julius L. Meier Jr., Oregon Television director, met Mr. Belgrano at a party Sept. 21 and Mr. Meier mentioned an amendment of Columbia Empire's bid showing the addition of Mr. Colwell, the bank official, as stockholder. Because of Mr. Belgrano's expressed interest, it had been related, Mr. White showed him a photostat of the amendment the next day and upon Mr. Belgrano's request, wrote a letter inquiring as to the bank's policy.

Mr. White, after reading his letter into the record last Monday, testified it was dated Sept. 22 whereas the copy shown him earlier by opposing counsel was dated Oct. 15. The letter to Mr. Belgrano stated:

> Our Washington lawyer, [Maurice] Barnes, who is processing our television application for Channel 12 here in Portland, has forwarded to us the amended application of Columbia Empire Telecasters Inc. showing change of ownership . . . by adding Portland people. We are very much surprised that (Wesley I.) Dumm of San Francisco has sold a portion of his stock to local people, probably in the attempt to strengthen their case by showing a larger percentage of local ownership. The original application reflected that Mr. Dumm had 60% of the stock of Columbia Empire and the *Journal* and KPOJ had the remaining 40%.
>
> Included in this amended application is Mr. Russell M. Caldwell (Colwell), vice president of the First National Bank of Portland, who has agreed to purchase 6.67%. . . .
>
> We were rather surprised to learn that an officer of the First National Bank would be a party to this application and are making inquiry as to whether or not this is the policy of your bank.

Mr. White also read into the record Mr. Belgrano's reply of Sept. 24 which stated bank rules forbid employes from becoming officers in other organizations without prior approval, but "while there is no specific reference to this matter in our rules, we do view with disfavor any investment made by any of our employes, and particularly officers, in any new undertaking or organization that may be in conflict or competition with any customers or friends of this bank."

"Does it make any difference to you personally whether or not Mr. Colwell is a stockholder in Columbia Empire Telecasters Inc.?" Mr. Barnes asked.

"No, it does not," Mr. White testified.

In response to questioning by James Juntilla, FCC counsel, Mr. White said two other bank directors are interested in applicants "who have made proposals for channels other than Channel 12."

Hearing Examiner Elizabeth C. Smith, however, indicated she was not clear how this was material to the Channel 12 case.

### Budget for Application

Under cross examination by Jack Blume, counsel for Columbia Empire, Mr. White testified Oregon Television budgeted "about $38,000 or $39,000" for prosecuting its application, including hearing costs.

"Do you expect that that sum will be somewhat increased over your original estimate?" Mr. Blume asked.

"In view of the extent of time involved here, it probably will be, I don't know," Mr. White replied. Of initial funds of $55,000, he said, less than $18,000 is now unexpended.

Harry Becker, counsel for Northwest Television and Broadcasting Co., third competitor for channel 12, noting Oregon Television's original application specified estimated cost of $250,000 while an amendment specified $558,600, asked, Mr. White, what happened . . . that caused the estimated cost of operation for the first year to go up roughly 135%

"As we analyze our project there, on the basis through our engineer, our business consultant and our counsel, it was determined that the figure referred to was not an adequate figure," the witness said.

"Did you conclude that after examining the applications filed by the other two applicants in this proceeding?" Mr. Becker asked.

"No, sir," the witness responded.

"Then your bid was not in the nature of an auction?" Mr. Becker continued.

"No, sir," was the answer again.

Mr. Colwell was called to the stand by Mr. Blume to testify on the Belgrano matter. The witness, vice president of the First National

*(Continued on page 84)*


# 1,235,000 TV SETS

## IN CHICAGO METROPOLITAN AREA*

Representing a receptive and active buying audience available to you on WGN-TV.

Currently, nine national and regional advertisers are successfully sponsoring programs on WGN-TV during *Class A time* on a *local basis.*

If you are seeking a solution to sales in the Chicago Market (and who isn't) WGN-TV is your answer.

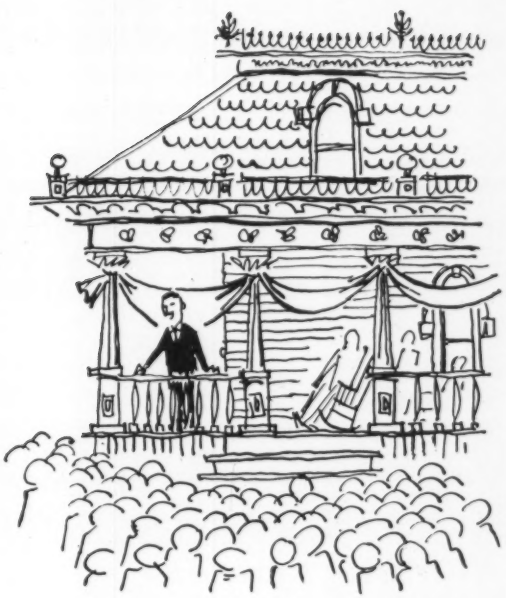
*Estimate November 1 based on Electric Association figures

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station



1920

1952

# NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast . . . so that 99% of the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM

## Hearings Facilities

*(Continued from page 82)*

Bank in charge of its investment department, related Mr. Belgrano "was quite concerned" over his interest in Columbia Empire and said he had "gone against the regulations of the bank." The witness said he replied "that I felt I had not."

He continued, "Mr. Belgrano then produced the regulation book . . . and after spending considerable time in reading . . . advised me that he was wrong and that I had not violated any regulation."

Mr. Colwell testified he discussed his continued investment in Columbia Empire with Mr. Belgrano but no decision was given.

"What is your present intention with regard to continuing your investment in Columbia Empire Telecasters?" Mr. Blume asked.

"I sincerely hope if we are successful in getting this channel," Mr. Colwell replied, "that the powers to be in the bank will permit me to carry on and hold my stock, especially since the boys that have written the letters and talked to Mr. Belgrano apparently did it with no malice and they are perfectly willing that I should be a stockholder."

Mr. Colwell, to questions by other counsel, said his position at the bank is not in jeopardy because of the incident and his relations with Mr. Belgrano are "very congenial."

On Tuesday, Mr. Meier returned to the stand to relate efforts to obtain a general manager to replace Mr. Stiles. He testified:

**I would like to state . . . that the persons I contacted relative to recommending to Oregon Television qualified, competent personnel for our consideration were Joseph McConnell and Harry Bannister of NBC Television, after I found out Frank Folsom [RCA president, a personal friend] was still in Europe; [Herbert] Akerberg and Fritz Snyder of CBS Television; Ed Friendly Jr., national director of sales, ABC Television Network; and Dr. Allen B. DuMont, president of DuMont Labs. Each of these gentlemen assured me they would render full cooperation to our group and would submit names for our consideration.**

Philip L. Jackson, editor and publisher of the *Journal* and president of its KPOJ there, testified on Tuesday and Wednesday. He is chairman of the board of Columbia Empire.

He was asked by Mr. Blume, "How much cash did you think it would take to get you into television when you filed the original application in 1948?"

"As I remember," the witness said, "we thought it might cost $100,000 in cash and the rest would be in credit, but that did not turn out that way."

"What happened to the financial condition of the *Journal* and KPOJ in the period between 1948 and 1952?" his counsel inquired.

"For one thing, the *Journal* had to borrow a great deal of money for the new building," Mr. Jackson related, indicating a total of $2.5 million was borrowed in 1948. "The escalator cost of our press went up from $800,000 to about $1,500,000 in the period between ordering it and having it installed in our building," he continued, "and other cost estimates went up too, and we were forced to borrow."

"What security were you required to post in connection with those loans?" Mr. Blume asked.

"Everything the *Journal* had," the witness said, "including Mary Cullen's [KPOJ] kitchen stove." He explained KPOJ stock was included as security, but all voting rights were retained.

Mr. Jackson was examined by opposing counsel respecting the earlier testimony of William W. Knight, general manager of the *Journal* and vice president of the applicant. Mr. Jackson affirmed Mr. Knight's view that the financial condition of the paper is sound.

Mr. Knight, testifying Oct. 24, was cross examined on the *Journal's* balance sheet. Asked if he felt the firm is sound in view of the fact the ratio between total current liabilities and total current assets is 87%, he replied, "On the face of it, no, but I repeat that knowing the details as I do, the company's position is sound." He reported deferred liabilities are first mortgage 4.5% bonds, issued in 1948, at present totaling about $1.9 million. Payment is $18,000 a month, he said.

Mr. Becker, in questioning the witness, brought out that the *Journal's* monthly payroll is about $320,000 and the firm's "cash situation" on Aug. 31 was $297,000 plus and on Oct. 21 was $326,000.

Mr. Becker on Wednesday asked Mr. Jackson if he had ever discussed with Samuel Newhouse the merging of the *Journal* and the *Oregonian*.

"We have talked with Mr. Newhouse but never gotten to the point of discussion," Mr. Jackson answered.

"How far did those discussions go?" the attorney questioned.

"To say that we would not talk," the witness replied.

"Did Mr. Newhouse ever make a definite offer for the *Oregon Journal*?"

"No," the witness said.

"Did you ever enter into discussion as to how much more economic it would be to operate out of one plant?" Mr. Becker inquired.

"Yes, we have done that," the publisher acknowledged.

"In entering that discussion, what conclusions did you reach?" the attorney pressed.

"Mr. Newhouse would not act and we would not act," Mr. Jackson affirmed.

Choice of John Sullivan, Denver investment banker and prominent civic leader, as the seventh KOA director highlighted last week's testimony when the hearing for Denver's Channel 4 entered the final stretch. KOA is contesting with KMYR for the last remaining Denver TV channel.

Mr. Sullivan, who heads Bosworth-Sullivan & Co., was chosen at a stockholders meeting Friday in Washington. KOA is half-owned by a Denver group, headed by Mayor Quigg Newton, and half-owned by Bob Hope and associates. Don Searle, former ABC west coast network director, owns 6.67% of each class of stock. Mr. Searle is executive vice president and general manager of KOA.

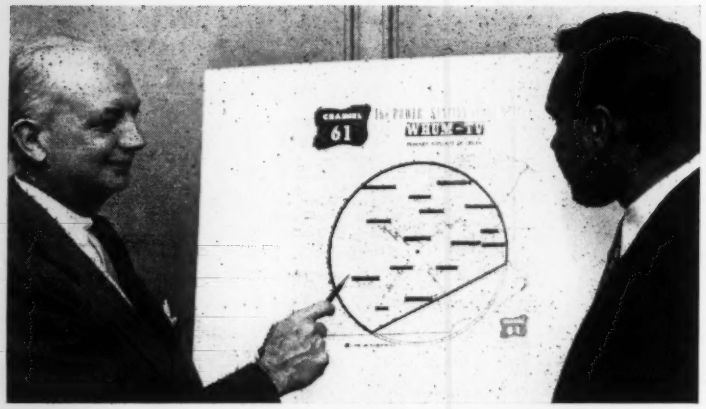
The board was comprised of three Denver directors and three Hope directors, with the seventh to be chosen by the six directors.

Exhibits introduced last week showed that KOA plans to spend $521,050.51 on construction of its TV station, with $602,244.60 for operating costs the first year. A net loss of $44,882.60 is estimated for the first year. Payroll amounting to $271,688 is also planned. First rate card carries a $500 Class A time charge for a one-hour live program.

The KOA exhibit also showed that Mr. Searle is a 40% stockholder in KMMJ Grand Island, Neb., and KXXX Colby, Kan., and is associated in an application for 950 kc in Columbia, Mo. He is also half owner of Searle & Parks, radio-TV package producer.

During cross-examination of KMYR's A. G. Meyer, allegation of hidden ownership was made by KOA counsel. It was claimed that he was a one-third owner of KMYR from 1941 to 1944, although FCC records showed F. W. Meyer reporting as sole owner during that period. It also was charged that he was named in a 1939 Securities & Exchange Commission complaint. A. G. Meyer suffered a heart attack as his cross-examination was drawing to a close and has been in Doctors Hospital, Washington, since.

In the Tampa-St. Petersburg, Fla., hearing for Channel 8, WTSP St. Petersburg General Manager Joseph Kelley was on the stand when the hearing was recessed until Nov. 12 due to a prior commitment of Hearing Examiner Basil P. Cooper.




**HUMBOLDT J. GREIG (l), president-general manager, WHUM-TV Reading, Pa., which plans to begin operating Dec. 1 on uhf Ch. 61 with 260 kw ERP, discusses the station's coverage area with Frank Barnes, broadcast equipment sales manager for General Electric Co. GE reports it is supplying all station equipment for the Reading outlet.**

## AFTRA L.A. Talks

WITH current contracts expiring Nov. 30, American Federation of Television & Radio Artists started negotiations Thursday with the seven Los Angeles television stations for a new basic agreement calling for an overall 20% wage increase and improved working conditions for talent and staff announcers.

## HEARING SPEEDUP

### Rule Changes Adopted

FIRST steps to simplify and speed up television hearings were taken last week by the FCC in line with suggestions developed at a series of conferences between the Commission and Federal Communications Bar Assn.

The cooperative discussions led to issuance of a report and order liberalizing rules on depositions by cutting down paper work. Another action specifies that Commission attorneys, in stipulations, henceforth will rely on information already sworn to in applications if such matter is not disputed by any party to a hearing.

Under the new rules a motion and order will not be required before depositions are taken, and the fixed time limits were relaxed.

In admission of depositions, the Commission adopted this step:

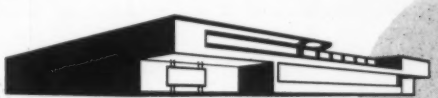
The provision that depositions of "parties in interest" may only be admitted in evidence upon a showing that "the witness is dead or seriously ill or that the requirement to produce the witness at the hearing would cause undue hardship." This provision was designed to exclude from our hearings, except in the circumstances enumerated, deposition testimony relating to controverted matters of persons with a substantial interest in or who hold positions of responsibility with a party to the proceeding. The term "parties in interest," however, may be defined to include within it a larger group of persons than was contemplated. In addition the present rule does not permit the admission into evidence of a deposition where in view of the nature of the testimony no useful purpose would be served by insistence upon oral presentation at the hearing. The rules adopted herein relating to the admissibility of such testimony have been in light of these considerations.

# KLING NOW IN HOLLYWOOD*

**ADVERTISING KNOWMANSHIP PLUS**
***HOLLYWOOD* SHOWMANSHIP**

When you need Hollywood stars, top-notch writers, the finest directors, unlimited technical facilities, coordinated by established advertising savvy — you need Kling!
Long a leader in graphic arts for advertising, Kling Studios is the first to combine practical selling and Hollywood art into one organization. Only this combination can create bigger shows for smaller budgets!

**THE FINEST IN ANIMATION, TOO!**
Hollywood's Award-winning Ray Patin Productions now a division of Kling's.



**SPECIALISTS IN:**

CUSTOM TV COMMERCIALS
TV FILM SHOWS
SYNDICATED TV SPOTS
SYNDICATED TV SHOWS
INDUSTRIALS — TRAINING FILMS
DOCUMENTARIES — SLIDE FILMS

## KLING STUDIOS

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Ray Patin Productions
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Thompson Associates
40 East 51st St.
PLaza 9-4770

**CHICAGO**
601 N. Fairbanks Ct.
DElaware 7-0400

**DETROIT**
1928 Guardian Bldg.
WOodward 1-2500

# COMPARATIVE NETWORK SHOWSHEET

TELECASTING

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | *Strength For A Free World* F | *Man of the Week* L | *New York Times Youth Forum* | Revere Meet the Press L |
| 6:15 | Vitamin Corp. Billy Daniels Show L | | | |
| 6:30 | Gruen W. Winchell L | Alcoa See It Now L | | Gen Foods Roy Rogers F |
| 6:45 | Skippy Peanut Butter You Asked For It L | Wrigley Gene Autry Show F | *Georgetown U. Forum* | P&G Red Skelton F |
| 7:00 | | | | |
| 7:15 | | | | |
| 7:30 | *The Hot Seat* L | American Tobacco This Is Show Business L | | Reynolds Metals Mr. Peepers L |
| 7:45 | | | | |
| 8:00 | *ABC All-Star News* L&F | Lincoln-Mercury Dealers Toast of the Town L | | Colgate-P-P Comedy Hour L |
| 8:15 | | | | |
| 8:30 | | | | |
| 8:45 | | | | |
| 9:00 | *Playhouse One* F | General Electric Fred Waring L | Clorets Chlorophyll Gum & P&G Rocky King, Detective | Goodyear Corp. (alt. with) Philco Corp. *TV Playhouse |
| 9:15 | | | | |
| 9:30 | *Playhouse Two* | Bristol Myers Break the Bank L | Larus & Bro. Co. Plainclothes Man | |
| 9:45 | | | | |
| 10:00 | B. Graham Hour of Decision F | P. Lorillard The Web L | A. Murray Dance Studios Arthur Murray Show | P&G The Doctor F |
| 10:15 | *Films of Interest* F | | | |
| 10:30 | *Enterprise USA* F | Jules Montenier What's My Line L | Young People's Church of the Air *Youth On The March* | |
| 10:45 | | | | |
| 11:00 | Carter Prods. Drew Pearson L | Norwich Sunday News Spec. | | |
| 11:15 PM | | | | |

## MONDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | | | General Foods Capt. Video | |
| 7:15 | | | | |
| 7:30 | Ironrite Hollywood Screen Test L | GM-Oldsmobile News L | | P&G Those Two L |
| 7:45 | | Chesterfield Perry Como | | Camel News Caravan L |
| 8:00 | Sterling Drug Inspector Mark Saber Homicide Squad F | Lever Lux Video Theatre L | *Pentagon Washington* | Winchell-Mahoney Show L Crosley-Speidel alternating |
| 8:15 | | | | |
| 8:30 | *United or Not* L | Lever-Lipton Godfrey's Talent Scouts L | *Johns Hopkins Science Review* | Firestone Voice of Firestone L |
| 8:45 | | | | |
| 9:00 | *ABC All-Star News* L&F | Philip Morris I Love Lucy F | *Guide Right* | Pearson Pharm. Hollywood Opening Night L |
| 9:15 | | | | |
| 9:30 | | Gen. Foods Instant Maxwell Coffee L Gaines Dog Food, Life with Luigi | *Football Sidelines with Wismer* Adams Hat Stores Inc. Famous Fights | Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | Westing-house Studio One L | Co-op Boxing from Eastern Parkway | Co-op Who Said That L |
| 10:30 | | | | |
| 10:45 | | | | |
| 11:00 | | Longines Chrono-scope | Bayuk Ringside Interviews | |
| 11:15 PM | | | | |

## TUESDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | | | Capt. Video | |
| 7:15 | | | | Pepsi-Cola Short Stories F |
| 7:30 | P&G Beulah F | Amer. Cig. & Cig. Co. News L | | Chevrolet Dinah Shore L |
| 7:45 | | Lever Pepsodent 7:45-8 p. m. Shadow Wave Heaven For Betsy | | Camel News Caravan L |
| 8:00 | | | Admiral Corp Life Is Worth Living | Texas Co. Milton Berle L |
| 8:15 | | (8-8:30) *Leave It to Larry S* | | |
| 8:30 | | *The Red Button Show* S | Curtis Publishing Co. Keep Posted | |
| 8:45 | | Schick Crime Syndicated (alt.) L Carter Prod. City Hospt. | | |
| 9:00 | | | Wine Corp. of America Where Was I? | P&G Fireside Theatre F |
| 9:15 | | Electric Auto-Lite Suspense L | | |
| 9:30 | | | *Quick on the Draw with Bob Dunn* | Armstrong Circle Theatre L |
| 9:45 | | Block Drug Danger L | | |
| 10:00 | | | *Meet the Boss* | P Lorillard Two For The Money F |
| 10:15 | | | | |
| 10:30 | | | | |
| 10:45 | | | | P. Lorillard Embassy Club L |
| 11:00 | | | | |
| 11:15 PM | | | | |

## WED

| | ABC | CBS |
|---|---|---|
| 6:00 PM | | |
| 6:15 | | |
| 6:30 | | |
| 6:45 | | |
| 7:00 | | |
| 7:15 | | |
| 7:30 | Bendix Swanson (alt. wks.) The Name's The Same L | GM-Oldsmobile News |
| 7:45 | | Chesterfield Perry Como |
| 8:00 | *ABC All-Star News* L&F | Pillsbury Toni (alt.) Godfrey & His Friends L |
| 8:15 | | |
| 8:30 | | Liggett & Myers Godfrey & His Friends L |
| 8:45 | | |
| 9:00 | Bayuk Cigars Ellery Queen L | Colgate Strike It Rich L |
| 9:15 | | |
| 9:30 | | R. J. Reynolds Man Against Crime |
| 9:45 | | |
| 10:00 | | Pabst Sales Co. Blue Ribbon Bouts L |
| 10:15 | *Wrestling From Rainbo* L (9:30 to Midnite) | |
| 10:30 | | General Cigar Sports Spot |
| 10:45 | | Longines Chrono-scope |
| 11:00 | | |
| 11:15 PM | | |

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
| 10:30 | | | | |
| 10:45 | | | | |
| 11:00 | | | | |
| 11:15 | | | | |
| 11:30 | | | | |
| 11:45 | | | | |
| 12:00 N | *Papa Bear's Newsreel* F | | | |
| 12:15 PM | Sweets Co. Tootsie Hipodrome L | Lionel Corp All Aboard L | | |
| 12:30 | Voice of Prophecy Faith For Today L | M&M Ltd. Candy Carnival L | | |
| 12:45 | | | | *The Nature of Things* L |
| 1:00 | | | | *Youth Wants To Know* L |
| 1:15 | | | | |

## MONDAY - FRIDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | *CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10 | | |
| 10:00 | | Arthur Godfrey 10-11 a.m. (See Footnote) *Wheel of Fortune* F. Only 10-11 a.m. S | | *Mrs. USA* F |
| 10:15 | | | | |
| 10:30 | | | | *Campaign Call* L |
| 10:45 | | | | |
| 11:00 | | *There's One In Every Family* S | | |
| 11:15 | | | | *United Nations* L |
| 11:30 | | C-P-P (MWF) Strike It Rich L | | |
| 11:45 | | | | |
| 12:00 N | | Gen. Mills Bride & Gr'm L | *Take the Break with Don Russell* | |
| 12:15 PM | | Amer. Home All Products Love of Life | | |
| 12:30 | | P&G Search for Tomorrow | *Broadway Mat.M-W-F Ethel Colby* | |
| 12:45 | | | *Ethel Thorsen T-Th* | |
| 1:00 | | | *Noontime News with Bill O'Toole* | |
| 1:15 | | | *Ladies Date with Bruce Mayer* | |

## SATURDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
| 10:30 | | | | |
| 10:45 | *Scouting In Action* F | | | |
| 11:00 | Ralston-Purina *Space Patrol* F | | Florida Citrus Corp. Happy's Party | |
| 11:15 | | | | |
| 11:30 | Fleers Pud's Prize Party L | Brown Shoe Smilin' Ed McConnell F | Internation-al Shoe Co. Kids & Co. | |
| 11:45 | | | | |
| 12:00 N | | | | |
| 12:15 PM | | National Dairy The Big Top L | | |
| 12:30 | | | | |
| 12:45 | | | | |
| 1:00 | | | | |
| 1:15 | | | | |

## DAY

| | ABC |
|---|---|
| 1:30 PM | |
| 1:45 | |
| 2:00 | Standard Oil Pro. Football L |
| 2:15 | |
| 2:30 | |
| 2:45 | |
| 3:00 | |
| 3:15 | |
| 3:30 | |
| 3:45 | |
| 4:00 | |
| 4:15 | |
| 4:30 | |
| 4:45 | *TV Tot's Time* F |
| 5:00 | |
| 5:15 | Kellogg Co. Super Circus (5-5:30) L |
| 5:30 | |
| 5:45 PM | Mars Candy Co. (5:30-6) |

# EVENING — FOR NOVEMBER 1952

| TUESDAY DuMONT | TUESDAY NBC | THURSDAY ABC | THURSDAY CBS | THURSDAY DuMONT | THURSDAY NBC | FRIDAY ABC | FRIDAY CBS | FRIDAY DuMONT | FRIDAY NBC | SATURDAY ABC | SATURDAY CBS | SATURDAY DuMONT | SATURDAY NBC | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | 6:00 PM |
| | | | | | | | | | | *Seminar* L | Simmon Co. Jergens (alt.) It's News To Me | | | 6:15 |
| General Foods Capt. Video | | | Amer. Cig. & Cig. Co. News | Capt. Video | Pepsi-Cola Short Stories L | | | General Foods Capt. Video | Gen. Cigar Co. Herman Hickman No Network Service | Whiteman TV Teen Club L | | | *Mr. Wizard* | 6:30 |
| | P&G Those Two L | General Mills Lone Ranger F | Lever Pepsodent 7:45-8 p.m. Shadow Wave, Heaven For Betsy | | Chevrolet Dinah Shore L | General Mills Stu Erwin F | GM-Oldsmobile News | | P&G Those Two L | | Sylvania Beat The Clock L | *Pet Shop* | Dunhill My Hero F | 6:45 |
| | Camel News Caravan L | | | | Camel News Caravan L | | Chesterfield Perry Como | | Camel News Caravan L | Lorillard Live Like A Millionaire L | | | | 7:00 |
| | GE I Married Joan F | *Film Title TBA* | Carnation Burns Allen (alt.) L Goodrich | | DeSoto-Plymouth Groucho Marx F | Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F | Gen. Foods Maxwell House Coffee Mama L | *This Is The Life* | RCA Dennis Day L | | Schick Inc. Amer. Chicle Leeming Co. (Co-Sponsorship) Jackie Gleason Show | | Pet Milk Kellogg All Star Revue L | 7:15 |
| *Thrash? or Treasure* | •• | Lorillard Chance of a Lifetime L | Blatz Amos 'n' Andy (al.t) Singer Swng. 4 Star Plhs. | Tidewater Associated Oil Broadway to Hollywood | Borden Treasury Men In Action L | *ABC All-Star News* L&F | R. J. Reynolds My Friend Irma | Dark of Night | Gulf Oil Gulf Playhouse L | | | | | 7:30 |
| | | | | | | | | | | | | | | 7:45 |
| *Stage A Number with Bill Wendell* | Krafts Foods Television Theatre L | *ABC All-Star News* L&F | American Tobacco Co. Biff Baker, U.S.A. | TBA | Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F | •• | Schlitz Schlitz Playhouse of Stars L | Serutan Co. Life Begins at Eighty | American Cig&Cig Big Story L | *Feature Playhouse* F | USA Canteen S | | | 8:00 |
| | | | | | | | | | | | | | | 8:15 |
| | | •• | Lever Rinso Big Town F | *What's the Story Walter Kiernan* | Ford Ford Theatre F | Kreisler, Masland (alt. sp.) Tales of Tomorrow | General Foods Sanka Our Miss Brooks | | Campbell Aldrich Family L | | Meet Mollie S | Co-op Wrestling from Chicago Jack Brickhouse | Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L | 8:30 |
| | | | | | | | | | | | | | | 8:45 |
| | Hazel Bishop This Is Your Life L | | Philip Morris Racket Squad F | *Author Meets the Critics* | U.S. Tobacco Martin Kane | | Colgate Mr. & Mrs. North | Luden's Twenty Questions | Gillette Cavalcade of Sports L | | Seally Mattress Co Balance Your Budget | | | 9:00 |
| | | | | | | | | | | | | | | 9:15 |
| | | | Carter Toni (alt.) I've Got A Secret L | | Ethyl Corp. Ask Me Another L | | | Carter Products & Toni Co. (Alternate Wks.) Down You Go | Chesebrough Greatest Fights F | | Serutan Co. Battle of The Ages | | American Tobacco Your Hit Parade L | 9:30 |
| | | | | | | | Longines Chronoscope | | | | | | | 9:45 |
| | | | | | | | | | | | | Boyle-Midway Sports Showcase | | 10:00 |
| | | | | | | | | | | | | | | 10:15 |
| | | | | | | | | | | | | | | 10:30 |
| | | | | | | | | | | | | | | 10:45 |
| | | | | | | | | | | | | | | 11:00 |
| | | | | | | | | | | | | | | 11:15 PM |

# DAYTIME

| SUNDAY CBS | SUNDAY DuMONT | SUNDAY NBC | MONDAY - FRIDAY ABC | MONDAY - FRIDAY CBS | MONDAY - FRIDAY DuMONT | MONDAY - FRIDAY NBC | SATURDAY ABC | SATURDAY CBS | SATURDAY DuMONT | SATURDAY NBC |
|---|---|---|---|---|---|---|---|---|---|---|
| | | *Religious Hour Frontiers of Faith* L | | Garry Moore Show (See footnote) | | | | | | |
| | | *American Inventory* L | | Campbell Soup Double or Nothing M-W-F | | | | | | |
| | | Bohn Alum. American Forum L | | P&G Guiding Light L | | | | | | |
| *Lamp Unto My Feet* S | Miller Brewing Co Atlantic Refining Co. Pro Football | | | Art Linkletter's House Party (See Footnote) | *Paul Dixon Show* | The Big Payoff CPP (M-W-F) | | *Armed Services Football* 1:45-4:30 | | NCAA Football Game of The Week General Motors L |
| *What in the World* S | | *Juvenile Jury* L | | *Mike & Buff* S | | P&G Welcome Travelers L | | | | |
| Cats Paw Rubber (alt. wks.) Quiz Kids (alt. wks. sustaining) | | RCA (alt. wks.) Kukla, Fran Ollie L | | | | Kate Smith L * | | | | |
| | | Hal'mark Hall of Fame L | | | | | | | | Pontiac Ftball Score Board L |
| Ford Foundation Omnibus S | | Quaker Oats Zoo Parade L | | *United Nations* M-F | | Lever Hwkns. Falls L | | | | |
| | *The Week In Religion* | Derby Foods (alt. wks.) Sky King F | | | | Gabby Hayes*** Mars, C-P-P Welch, Klog Int. Shoe Bauer & Blk Standard Brands L Howdy Ddy | | | | No service |

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

**NBC**—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Fla. Citrus. 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio. 8:15-20 Wed—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak. Thurs.—"Time." Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fril Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

**CBS**—10:10-15—Tu. & Th., Star-Kist Tuna.

10:15-30, Mon.-Th.—Frigidaire & Owens-Corning, Alt. Days.

10:30-45, M-Th.—Lever.

10:45-11, M-Th.—Pillsbury.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:45-2 p.m. Wed., Best Foods; Thurs., Stokely-Gary Moore.

2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.

2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
*November 3, 1952*

**Everybody talks about the weather...*

**Mark Twain must have been referring to WSB-TV.**

Because if *anybody* talks about the weather, we sure do! Six times daily, either as straight weather shows or as summaries included in news programs, WSB-TV provides this area with weather information. This long established service is another of the reasons why WSB-TV has such an overwhelming degree of audience dominance in the Southeast. If you are interested in weather or in news why not contact a Petry man? He might have something good for you.

wsb-tv
ATLANTA, GEORGIA

*World's largest TV tower, 50,000 watts, Channel 2. Affiliated with The Atlanta Journal and Constitution*

*Popularly attributed to Mark Twain, most authorities claim the expression originated with Charles Dudley Warner. Take your pick.

# telestatus

## Dichter Says of TV It Bares Politician

(Report 240)

TELEVISION brings political life to its original emotional basis of personal contact, Dr. Ernest Dichter, psychological consultant and president of the Institute for Research in Mass Motivations Inc., reported last week in announcing results of a study on voting habits.

"Television has brought the candidate so close that he is unable to disguise sufficiently his full reaction to a situation," Dr. Dichter said. "The voter can tell when the candidate is tired, less enthusiastic than he might be, concerned about the effects of his words and in any way inconsistent with his verbal pronouncements."

* * *

## CTPN Distributes First Rate Card

RATE CARD No. 1 of the newly formed Columbia Television Pacific Network has been sent to advertisers and agencies, James T. Aubrey Jr., general manager of KNXT (TV) Hollywood and CTPN, announced last Monday. Besides KNXT, stations in the regional network are KFMB-TV San Diego, KPIX (TV) San Francisco, KSL-TV Salt Lake City and KPHO-TV Phoenix.

Advertisers may buy four listed station combinations using CTPN facilities. Charges for talent and production facilities vary with the type of program.

One-time charge for the various CTPN combinations for a half-hour, Class A, program follows:

**No. 1:** Station time (KNXT and KPIX) $1980. Cable charge $125.

**No. 2:** (KNXT KPIX KFMB-TV) $2400. Cable $165.

**No. 3:** (KNXT KPIX KFMB-TV KSL-TV) $2750. Cable $380.

**No. 4:** (KNXT KPIX KFMB-TV KSL-TV KPHO-TV) $2970. Cable $500.

CBS Television Spot Sales represents CTPN nationally.

* * *

## September Videodex Lists Top 10 Shows

TOP 10 network television programs listed by national Videodex Reports for the Sept. 8-14 period for both number of TV homes reached and percentage of TV homes reached in the number of cities indicated are as follows (in order listed):

**NUMBER OF TV HOMES REACHED***

| No. Cities Checked | Program | Homes (000) |
|---|---|---|
| 57 | Godfrey and Friends (CBS) | 6,869 |
| 49 | Your Show of Shows (NBC) | 6,245 |
| 41 | Dragnet (NBC) | 5,956 |
| 61 | Groucho Marx (NBC) | 5,940 |
| 48 | My Little Margie (CBS) | 5,803 |
| 55 | Pabst Blue Ribbon Bouts (CBS) | 5,495 |
| 44 | Toast of the Town (CBS) | 5,295 |
| 43 | What's My Line? (CBS) | 5,285 |
| 56 | Your Hit Parade (NBC) | 4,817 |
| 23 | Godfrey's Talent Scouts (CBS) | 4,732 |

**PERCENTAGE OF TOTAL TV HOMES**

| | | |
|---|---|---|
| 41 | Dragnet (NBC) | 41.1 |
| 23 | Godfrey's Talent Scouts (CBS) | 40.8 |
| 57 | Godfrey and Friends (CBS) | 39.8 |
| 49 | Your Show of Shows (NBC) | 38.5 |
| 48 | My Little Margie (CBS) | 35.4 |
| 44 | Toast of the Town (CBS) | 34.1 |
| 43 | What's My Line? (CBS) | 33.5 |
| 61 | Groucho Marx (NBC) | 33.2 |
| 55 | Pabst Blue Ribbon Bouts (CBS) | 31.5 |
| 20 | T-Men in Action (NBC) | 29.5 |

*Number of diaries tabulated for Videodex Sept. report: 9,200.

* * *

## '52 TV Advertising Listed by Rorabaugh

TELEVISION advertising for the first three quarters of 1952 is well ahead of such advertising for the comparable period in 1951, exclusive of political billings, N. C. Rorabaugh reports.

The *Rorabaugh Report*, issued last week, covers 104 stations in 63 markets.

For the third quarter of 1952, the report showed that there had been 145 network advertisers, 1,144 regional radio spot advertisers and 4,952 local-retail advertisers.

## Weekly Television Summary— November 3, 1952—TELECASTING Survey

| City | Outlets on Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 16,500 |
| Ames | WOI-TV | 104,967 |
| Atlanta | WAGA-TV, WSB-TV, WLTV | 215,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 422,253 |
| Binghamton | WNBF-TV | 95,000 |
| Birmingham | WAFM-TV, WBRC-TV | 122,000 |
| Bloomington | WTTV | 185,000 |
| Boston | WBZ-TV, WNAC-TV | 945,914 |
| Buffalo | WBEN-TV | 292,803 |
| Charlotte | WBTV | 255,237 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 1,188,419 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 374,000 |
| Cleveland | WEWS, WNBK, WXEL | 660,547 |
| Columbus | WBNS-TV, WLWC, WTVN | 237,000 |
| Dallas-Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 189,341 |
| Davenport | WOC-TV | 138,000 |
| Quad Cities Include Davenport, Moline, Rock Isa., E. Moline | | |
| Dayton | WHIO-TV, WLWD | 253,000 |
| Denver | KFEL-TV, KBTV | 60,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 817,000 |
| Erie | WICU | 174,680 |
| Ft. Worth Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 189,341 |
| Grand Rapids | WOOD-TV | 223,961 |
| Greensboro | WFMY-TV | 128,576 |
| Houston | KPRC-TV | 187,500 |
| Huntington-Charleston | WSAZ-TV | 177,637 |
| Indianapolis | WFBM-TV | 265,000 |
| Jacksonville | WMBR-TV | 72,000 |
| Johnstown | WJAC-TV | 177,301 |
| Kalamazoo | WKZO-TV | 241,832 |
| Kansas City | WDAF-TV | 231,707 |
| Lancaster | WGAL-TV | 167,336 |
| Lansing | WJIM-TV | 110,000 |
| Los Angeles | KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV | 1,381,452 |
| Louisville | WAVE-TV, WHAS-TV | 179,820 |
| Matamoros (Mexico), Brownsville, Tex. | XELD-TV | 26,000 |
| Memphis | WMCT | 149,217 |
| Miami | WTVJ | 148,000 |
| Milwaukee | WTMJ-TV | 363,176 |
| Minn.-St. Paul | KSTP-TV, WCCO-TV | 329,200 |
| Nashville | WSM-TV | 80,380 |
| New Haven | WNHC-TV | 310,000 |
| New Orleans | WDSU-TV | 122,195 |
| New York-Newark | WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV | 3,059,400 |
| Norfolk-Portsmouth-Newport News | WTAR-TV | 134,937 |
| Oklahoma City | WKY-TV | 160,806 |
| Omaha | KMTV, WOW-TV | 148,438 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 1,096,784 |
| Phoenix | KPHO-TV | 67,400 |
| Pittsburgh | WDTV | 535,000 |
| Portland, Ore. | KPTV (not yet estimated) | |
| Providence | WJAR-TV | 227,000 |
| Richmond | WTVR | 141,888 |
| Rochester | WHAM-TV | 160,000 |
| Rock Island | WHBF-TV | 138,000 |
| Quad Cities Include Davenport, Moline, Rock Isa., E. Moline | | |
| Salt Lake City | KDYL-TV, KSL-TV | 89,820 |
| San Antonio | KEYL, WOAI-TV | 101,892 |
| San Diego | KFMB-TV | 153,850 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 464,000 |
| Schenectady-Albany-Troy | WRGB | 230,100 |
| Seattle | KING-TV | 183,400 |
| St. Louis | KSD-TV | 433,000 |
| Syracuse | WHEN, WSYR-TV | 195,244 |
| Toledo | WSPD-TV | 209,000 |
| Tulsa | KOTV | 134,275 |
| Utica-Rome | WKTV | 79,000 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 395,799 |
| Wilmington | WDEL-TV | 120,479 |

**Total Stations on Air 112*** **Total Markets on Air 66*** **Estimated Sets in Use: 18,996,602**

* Includes XELD-TV Matamoros, Mexico

**Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.**


Station KRLD TV Dallas

*Texas' Most Powerful Television Station*

★

SERVES THE LARGEST

TELEVISION MARKET...

*Southwest*

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

189,341

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EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

## TV Grants, Applications

*(Continued from page 80)*

kw aural; Antenna height above average terrain 1,439 ft., above ground 484 ft. Estimated construction cost $693,159, first year operating cost $569,283, revenue $422,000. Post Office address 21st and Q Streets, Sacramento. Studio location 22nd and Q Streets. Transmitter location Pine Hill Lookout, 2.2 mi. NW of Rescue, Calif., on Green Valley Road. Geographic coordinates 38° 43′ 09″ N. Lat., 120° 59′ 22″ W. Long. Transmitter and antenna RCA [For application, see TV APPLICATIONS, B•T, July 7]. City priority status: Gr. A-2, No. 11.

**COLUMBUS, Ga. — Georgia-Alabama Bcstg. Corp. (WGBA).** vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 60 kw aural. Studio location 3200 Lumpkin Road. Transmitter location 4 mi. NNW of Phenix City, on Summerville Road. Geographic coordinates 32° 32′ 17″ N. Lat., 85° 02′ 18″ W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 42.

**LEXINGTON, Ky.—Central Kentucky Bcstg. Co. (WLEX).** Change to uhf Ch. 64 (770-776 mc); ERP 19 kw visual, 8.9 kw aural; antenna height above average terrain 361 ft., above ground 355 ft. Studio and transmitter location on Russell Cave Pike, 0.4 mi. outside Lexington city limits, 1½ mi. from center of Lexington, at site formerly used by WLEX (AM). Geographic coordinates 38° 03′ 57″ N. Lat., 84° 29′ 04.5″ W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B•T, June 23.] City priority status: Gr. A-2, No. 70.

†**LAFAYETTE, La.—Camellia Bcstg. Co. (KLFY).** vhf Ch. 10 (192-198 mc); ERP 111.2 kw visual, 67 kw aural; antenna height above average terrain 442 ft., above ground 453 ft. Estimated construction cost $302,000, first year operating cost $76,000, revenue $90,000. Post Office address P. O. Box 992, Lafayette, La. Studio and transmitter location on Moss St. Extension, 2.9 mi. north of Lafayette post office. Geographic coordinates 30° 15′ 43″ N. Lat., 92° 00′ 23″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **Paul H. DeClouet** (25%). Vice President **Thomas A. DeClouet** (25%), Vice President **Harold J. Delhommer** (25%) and Secretary-Treasurer **John W. Mitchell** (25%). (Application is re-filed because of change in table of television assignments giving vhf Ch. 10 to Lafayette.) [For original application, see TV APPLICATIONS, B•T, June 23.] City priority status: Gr. A-2, No. 143.

**JACKSON, Mich. — WIBM Inc. (WIBM),** uhf Ch. 48 (674-680 mc). Change ERP to 223.2 kw visual, 112 kw aural. Antenna height above average terrain 1,026 ft., above ground 949 ft. Studio location 2511 Kibby Road, Jackson. Transmitter location on Browns Lake Road, between Kimmel and Crouch Roads, 6.5 mi. south of Jackson and 0.7 mi. SW of Prospect Hill. Geographic coordinates 42° 09′ 09″ N. Lat., 84° 24′ 20″ W. Long. Transmitter and antenna GE. [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. B-1, No. 13.

**MANCHESTER, N. H.—Union Leader Corp.** Change to uhf Ch. 48 (674-680 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 1,077 ft., above ground 231 ft. Studio location to be determined. Transmitter location on South Mtn., about 6.5 mi. west of center of Manchester (site formerly used by WMUR-FM is 400 ft. NW of proposed transmitter location). Geographic coordinates 42° 58′ 59″ N. Lat., 71° 35′ 19″ W. Long. [For application see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 40.

**ALLENTOWN, Pa.—Allentown Television Corp. (WHOL).** Change to uhf Ch. 67 (788-794 mc); ERP 202 kw visual, 101 kw aural; antenna height above average terrain 564 ft., above ground 527 ft. Studio location 1125 Colorado St. Transmitter location at intersection of State Highways 145 and 329. Geographic coordinates 40° 41′ 04″ N. Lat,. 75° 31′ 20″ W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. B-1, No. 6.

**GALVESTON, Tex.—Rudman Television Co.** Change to uhf Ch. 41 (632-838 mc); ERP 227 kw visual, 119 kw aural; antenna height above average terrain 469 ft., above ground 482 ft. Studio and transmitter location on State Highway 6, 14 mi. NW of Galveston. Geographic coordinates 29° 20′ 59″ N. Lat., 95° 01′ 13″ W. Long. [For application, see TV APPLICATIONS, B•T, Sept. 22.] City priority status: Gr. A-2, No. 58.

**GREEN BAY, Wis.—Norbertine Fathers (WBAY).** Amended application to change studio location to Bellin Bldg., Green Bay. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 73.

### EXISTING STATION

**Changes Requested**

**WCBS-TV NEW YORK CITY—CBS Inc.** vhf Ch. 2 (54-60 mc). Change ERP to 41.7 kw visual, 20.9 kw aural. Antenna height above average terrain 1,300 ft., above ground 1,465 ft. Estimated cost of change $109,266.

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CRUSADE for Freedom, N. Y., moved headquarters there to 10th floor, 29 W. 57th St. Telephone is Plaza 3-5201.

**SIGNING contract affiliating WBRE-TV Wilkes-Barre, Pa., with NBC-TV are (l to r) David Baltimore, son of owner who will hold an executive post; Sheldon B. Hickox, NBC-TV director of station relations, and Louis Baltimore, WBRE-TV owner-general manager. Station will operate on uhf Ch. 28. Target date is Dec. 15.**

## KCJB CLOSED CIRCUIT TV BONUS

### Gets Jump on Community Video, Trains Crews

TV BONUS for advertisers on KCJB Minot, N. D., is one way an AM operator can train a TV crew and also get the jump on community TV systems, according to John W. Boler, president of North Dakota Broadcasting Co., licensee of the Minot station and also of KSJB Jamestown, N. D. Both stations are TV applicants.

With camera and small crew, KCJB started telecasting closed circuit last July during State Fair week. Crew operated 13 hours daily, covered automobile races, livestock shows, the Midway, and highlights of the station's AM schedule which was originated at the fairgrounds. Subsequently, the telecasting was cut back to a nine-hour daily operation—from 11:45 a.m. to 6 p.m. and from 8 p.m. to 10:30 p.m.

Programs are mostly simulcasts —including coverage of disc jockey shows. Also covered are local sports and other events of topical nature.

Most of the station's 50 TV subscribers are Minot business establishments. If they are KCJB advertisers, they pay only $100 installation fee; if not, charge is $200 installation and $25 monthly. Most such TV sets are in store windows. Home subscribers pay $110 installation fee plus $10 monthly; multiple home residences pay $67.50 installation and $5 monthly. Potential "circulation" is believed to be from 300 to 500 subscribers, Mr. Boler estimated.

There is no charge to KCJB advertisers; they get TV coverage as a bonus, according to Mr. Boler.

"We think we have the formula for small town TV," Mr. Boler said. "But we still have to prove it. So far with our closed circuit we are ahead financially. We are learning at the same time—so how can we lose?" Mr. Boler added: "AM broadcasters who allow outside promoters to set up a [community TV] system in their communities will find that they have made a grave mistake. It can be operated very economically in conjunction with your broadcast station."

## LIU CLASSES

### Started at WCBS-TV

LONG ISLAND U. is conducting workshop classes of its new TV writing and production course in studios of WCBS-TV New York, started last Saturday, it was announced Wednesday by officials of the college and the station.

WCBS-TV General Manager Craig Lawrence asserted, "This is another way where commercial broadcasters can cooperate with educational institutions in utilizing and furthering the television medium. WCBS-TV's association with Long Island U. in this new off-the-air educational activity augments substantially the station's existing on-the-air educational endeavors."

## Friedland Appointed

MILTON D. FRIEDLAND has been appointed national TV spot sales manager at WBKB (TV) Chicago. Mr. Friedland, with the station four and one-half years, is succeeded in his former post of traffic manager by Julian P. Kanter.

---

EDWARD L. BERNAYS Foundation radio-TV award for 1952 was presented to a married couple, Gladys and Kurt Lang, at the annual meeting of the American Sociological Society in Atlantic City, N. J. Award was presented for the study, "The Unique Perspective of Television and Its Effects."


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it's channel 12
for TOPS in
LOCAL PROGRAMMING...
PLUS
NBC · CBS · ABC · DUMONT
NETWORK SHOWS

SERVED AND SOLD by WICU TV
THE ERIE DISPATCH STATION
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National Representative—Headley-Reed Co.

RADIO NEWSPAPER T.V. an Edward LAMB ENTERPRISE

New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

*In Philadelphia*

# PEOPLE WATCH WPTZ MORE THAN ANY OTHER TV STATION*

*Not our estimate, but ARB figures for the entire year of 1951 and first 6 months of 1952

**WPTZ**

**NBC - TV AFFILIATE**

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales

## PARENT GUIDANCE

### Theme of Kaufman Series

GUIDANCE to parents on rearing of children highlights a new 15-minute series, *Bringing Up Parents*, produced by Henry J. Kaufman & Assoc., Washington, D. C., and distributed by United Television Programs Inc., Chicago and New York.

Assn. for Childhood Education International acted as the series' adviser. It has arranged special showings in principal cities before educational, civic and community leaders. It sponsored a preview Oct. 23 at the Museum of Natural History in New York.

"We found the reaction among these leaders excellent," asserted Aaron Beckwith, UTP sales director. "We feel this series will do well as inexpensive, daytime programming pointing up problems that are highly important to all parents."

## SAG MEET SET

### Pidgeon Succeeds Reagan

WALTER PIDGEON, by acclamation, will be elected president of Screen Actors Guild at its annual meeting next Sunday night in the Academy Award Theatre, Beverly Hills. SAG's president, Ronald Reagan, retires after more than five years, but continues on the board. Others to be elected without opposition are:

**Leon Ames, John Lund and William Holden, first, second and third vice presidents, respectively; Paul Harvey, recording secretary; and George Chandler, treasurer. New board members are Ward Bond, Richard Carlson, Fred Clark, John Litel, Millard Mitchell, Emory Parnell, Barry Sullivan, Audrey Totter, Robert Wagner, Rhys Williams, all for three-year terms; Bub Linn, two-year term; Frank Lovejoy, one-year term. Class A-J members of the board, elected for three-year terms, are Anne Cornwall and George Sowards. One-third of the board is elected annually.**

Heavy attendance is anticipated at this meeting to support SAG's strike threat against the American Assn. of Advertising Agencies and New York film producers [B•T, Oct. 27].

## Schlitz 'Playhouse'

HEEDING union and guild pleadings that TV shows filmed abroad cause unemployment among technicians and talent in this country, Schlitz Brewing Co. has assured the Hollywood AFL Film Council that all future productions of *Schlitz Playhouse of Stars* on CBS-TV will be made in the U. S. The beer company, through its agency Lennen & Newell Inc., told the council that a new company (Meridian Pictures) has been signed to film future productions. Edward Lewis Productions formerly filmed the series.

CLAUDE McCue, West Coast representative, American Federation of Radio Artists, was named West Coast executive secretary of American Federation of Television and Radio Artists, following merger of AFRA with Television Authority.

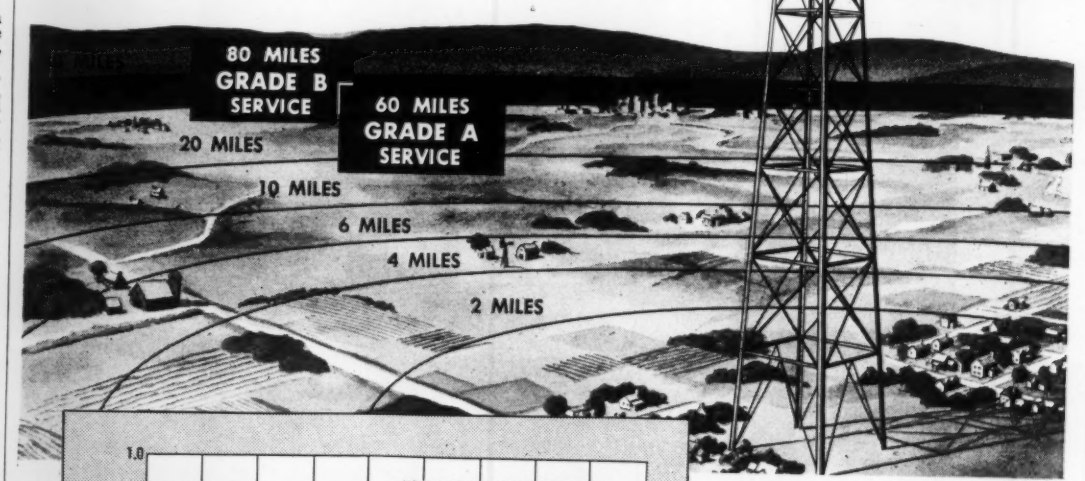

# A revolutionary NEW TV ANTENNA —via Graybar

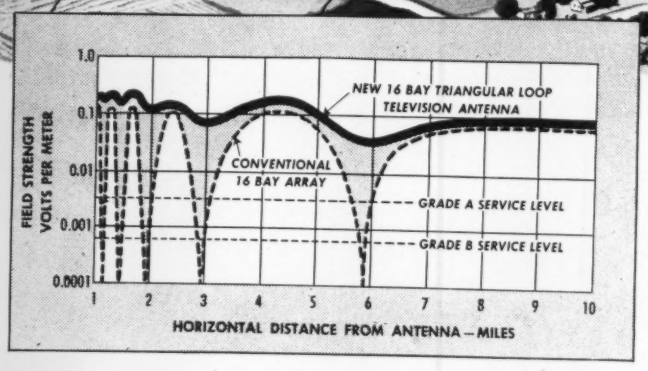
**. . . for present or proposed high-band VHF TV stations**

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter – permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, *plus* any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements – whether AM or TV. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 269-17




Effective Radiated Power – 316 KW
Receiving antenna height – 30 ft.
Antenna Height – 2000 ft. above average terrain

Calculated field strength out to 20 miles:
average 100 millivolts/meter
minimum 50 millivolts/meter

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

*Advertisement*

## EVERYTHING ELECTRICAL

### To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
J. P. Lynch, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 6-4100

**CINCINNATI**
W. H. Hansher, Main 0600

**CLEVELAND**
A. C. Schwager, Cherry 1-1360

**DALLAS**
C. C. Ross, Randolph 6454

**DETROIT**
P. L. Gundy, Temple 1-5500

**HOUSTON**
R. T. Asbury, Atwood 4571

**JACKSONVILLE**
W. C. Winfree, Jacksonville 6-7611

**KANSAS CITY, MO.**
R. B. Uhrig, Baltimore 1644

**LOS ANGELES**
R. B. Thompson, Angelus 3-7283

**MINNEAPOLIS**
C. W. Greer, Geneva 1621

**NEW YORK**
R. W. Griffiths, Exeter 2-2000

**PHILADELPHIA**
J. W. Crockett, Walnut 2-5405

**PITTSBURGH**
R. F. Grossett, Allegheny 1-4100

**RICHMOND**
E. C. Toms, Richmond 7-3491

**SAN FRANCISCO**
K. G. Morrison, Market 1-5131

**SEATTLE**
D. I. Craig, Mutual 0123

**ST. LOUIS**
J. P. Lenkerd, Newstead 4700

**A Few of Our Leading Supplier-Manufacturers—Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar**

**Everything Electrical for Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices**

via GraybaR

# RTMA APPEAL

## To Oppose OPS Parts Recontrol

AN APPEAL to "higher governmental authorities" was being mapped last Thursday by Radio-Television Mfrs. Assn. in a move to reverse OPS recontrol of the component parts industry.

RTMA has challenged the reimposition of controls on radio-TV parts levied by the Office of Price Stabilization Oct. 24 after granting a hearing to the trade association. Price controls were restored last Monday.

What action RTMA would take was not known Thursday pending analysis of legal ramifications by its attorneys. But it promised an appeal to authorities "who we believe will be more inclined to follow the clearly expressed intent of Congress" with respect to controls over products selling below ceilings.

James D. Secrest, RTMA executive vice president, claimed that while industry had "kept faith" with the agency in holding prices below former ceilings, OPS "reneged on its own promise to restore controls only after prices had passed a fixed 'trigger' point."

In announcing its recontrol action, OPS noted that there has been a "continued demand" by the Defense Dept. for components, and also a "sizable increase in demand" for TV sets which might affect the supply of parts [B • T, Oct. 27]. OPS also cited some price increases within the industry on new models.

In another action more favorable to RTMA, OPS last Tuesday announced that clock radios are properly "radio receivers" and therefore suspended from price controls. RTMA had asked for specific decontrol through a clarifying order.

### Text of Protest

Partial text of Mr. Secrest's protest over the OPS action follows:

The decision of the Office of Price Stabilization to restore price controls on radio-TV parts in the face of uncontradicted facts presented by industry representatives is as amazing as it is high-handed in view of the admission by OPS it was not based on price movements since controls were suspended on August 29.

A top-level committee representing parts, tube, and set manufacturers refuted every argument advanced by OPS in support of its action at an RTMA-OPS conference on Tuesday (Oct. 21). Then, to our astonishment, OPS officials reached into their bag of tricks and came up with a new excuse for their decision. It was that some standard radio-TV components are purchased by the military services.

All of these facts were well known to OPS at the time it suspended price controls on radio and TV sets and parts. They were discarded as insignificant by the OPS administrators who were charged with enforcement of controls on our industry. OPS officials, who have now over-ruled their predecessors and who admittedly have had little or no contact with our industry, based their present action on the discovery that some radio-TV components are used in a variety of end equipment—a fact long known to every other Government agency having to do with the electronics industry.

At a hearing granted by OPS Oct. 21, an RTMA committee cited an informal industry survey which showed that prices of radio-TV components remain well below their former ceilings. The group categorically challenged OPS claims that suspension of controls over components threatens to impair effectiveness of ceilings in other industries and renders controls over repair services ineffective.

Overwhelming percentage of industry production is used in manufacture of radio-TV sets. RTMA cited a survey showing that not more than 3% of cathode ray tubes and not more than 8% of receiving tubes are used in other products. Estimates on resistors were placed at about 5%.

Service contracts provide for replacement of parts within a warranty period and for service calls, usually one year, without charge, RTMA said. The average TV set owner calls a service man about twice a year, with average cost between $8 and $12. About 70% is attributable to labor, and 30% to parts. Nearly 90% of all calls involve repair in the home, with between 60% and 70% requiring merely that receiving tubes be replaced. The balance can be effected by minor adjustments or use of components of negligible cost.

### Pending Release Order

The committee also noted a pending OPS order which would remove about 60% of service establishments from controls.

The RTMA survey also found that cathode ray tubes, principal components and replacement parts are selling at an average 30% below ceilings. Receiving tubes are 8% below. RTMA also observed that average list prices on TV sets are about 15% below ceilings, and on radio receivers 5% to 7.5% under. These end products have been decontrolled, though OPS is eyeing table model sets.

## WASHINGTON APRA

### Sets TV Workshop Series

WORKSHOP series on television public relations problems will be conducted Nov. 3, 10, 17 by the National Capital Forge Chapter of the American Public Relations Assn. Luncheon sessions will be held at the Lafayette Hotel, Washington, D. C., concluding with an afternoon-evening meeting in the studios of WMAL-TV Washington.

The workshop is expected to produce tangible methods by which TV stations and public relations practitioners can work together to mutual advantage. Gene Juster, general manager of WNBW (TV) Washington, will be interviewed at the Nov. 3 workshop, followed Nov. 10 by Tom Taussig, program operations director of WTOP-TV Washington, and Nov. 17 by Walter Compton, general manager of WTTG (TV) Washington.

## TOWER CRASH

### Delays WSBA-TV's Debut

TOWER of WSBA-TV York, Pa., fell while being hoisted last week and was irreparably damaged, thereby crashing hopes of the station making its debut early this month on uhf Ch. 43.

The 39-foot antenna was to have been placed atop the 400-foot tower of WSBA-FM. It fell from a height of 380 feet when part of the hoisting equipment gave away. A workman on the hoisting crew was slightly injured. The $12,000 antenna was insured.

WSBA-TV said late last week that RCA was rushing a duplicate antenna to York and that the station hoped to get on the air about Dec. 1. The station reported that it already had taken orders from commercial sponsors for November. Station said, however, it had not estimated what financial loss may ensue.

## THEATRE TV

### Lees to Air Sales Meeting

SIGNING of what was said to be the first contract for use of theatre TV for a national sales conference—to be conducted by James Lees & Sons Co., Bridgeport, Pa., carpet manufacturer, on Dec. 8—has been announced by Nathan L. Halpern, president of Theatre Network Television.

Lees will present its program "live" over closed circuits to a network of theatres in 15 key cities: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco and Los Angeles. A two-way audio hook-up will permit questions from viewers.

The programs are called "Theatre Tele-Sessions" and are under the direction of Victor M. Ratner, formerly vice president of CBS. Mr. Ratner said the telecasts will enable business organizations "to hold national business meetings with a minimum of travel, time and expense and, at the same time, provide discussion and demonstration as planned by the company."

The Lees program will originate in NBC-TV's New York studios. D'Arcy Adv. Co., New York, assisted in negotiating the contract for the program but Mr. Halpern said no agency or production firm has been selected thus far to supervise production details.

## KDUB-TV Debut Plan

KDUB-TV Lubbock, Tex., will go on the air with a test pattern on Wednesday and commence regular programming Nov. 13, spokesmen reported last week. President W. D. (Dub) Rodgers had announced the preceding week that the station, on Channel 13, would commence operations "within three weeks" [B•T, Oct. 27].

# film report

**Sales . . .**

NBC-TV's film division has sold half-hour *Hopalong Cassidy* TV film series in 45 markets with the latest sale to **Roberts Dairy Co.**, Omaha, for 52 weeks. One-hour version of the same series is now appearing in 34 TV areas.

* * *

**Jamieson TV Productions**, Dallas, announces that its 15-minute film series, *Betsy and the Magic Key*, is now being telecast by KPRC-TV Houston.

* * *

**Sarra**, Chicago, has completed commercials for **Zenith Radio Corp.** and **Hamm's Beer**. Zenith, via **Young & Rubicam**, Chicago, will use 20-second spots to show its new K-53 chassis. Three one-minute commercials were produced for Hamm's Beer, which is handled by **Campbell-Mithun**, Minneapolis.

* * *

**Tom Kelley TV Studios**, Hollywood, is completing 12 one-minute TV film commercials, featuring testimonials by Hollywood personalities for **North American Airlines**, Burbank. New 13-week spot announcement campaign has started in eight major markets. Agency is **Holzer Co.**, Hollywood.

* * *

**W. E. Long Co.**, Chicago agency, has completed a series of 60-, 20- and 8-second spots for **Holsum Bread** at United Broadcasting Studios, same city. United also has completed several film spots for **Studebaker Corp.**, through **Roche, Williams & Cleary**, Chicago.

* * *

**Volcano Productions**, Hollywood, is in alternate weekly production on three one-minute combination animated and live action TV film commercials for **Liggett & Myers Co.**, N. Y. (Chesterfield cigarettes), to be shown on NBC-TV's *Gangbusters*. Agency is **Cunningham & Walsh Inc.**, Hollywood.

* * *

**INS-Telenews** has sold daily film services and regular INS wire report to **WDUB (TV)** Lubbock, Tex., starting Nov. 13, and the complete package—daily news film, special TV news wire, regular INS news wire, INP service, two weekly Telenews film programs, weekly news review and *This Week in Sports* to **WTVU (TV)** Scranton, which expects to get on the air Jan. 1.

**Distribution . . .**

**United Television Programs Inc.**, New York and Chicago, distributing new 15-minute film series, *Thrill of a Lifetime*, presenting **Quenton Reynolds** in interviews with people whose exploits and experiences made headlines in other years. The series was produced by **Lifetime Productions.**

* * *

**Harry S. Goodman Productions**, New York, has signed an exclusive sales distribution contract with **Galbreath Picture Productions**, Fort Wayne, Ind., for its TV filmed programs, *King Calico* and *Bert and Elmer*, both 15-minute presentations.

* * *

**M. C. Pictures Inc.**, New York, has acquired U. S. TV distribution rights to two British full-length feature films, "Close Quarters" and "Life in Her Hands."

**Availabilities . . .**

**Atlas Television Corp.**, New York, announces availability of five reels of *Football Hi-Lites*, devoted to big games of past years. Each reel runs 10 minutes. **Ford Bond** gives play-by-play description.

* * *

**Documentary & Experimental Films**, New York, has completed series of five 50-second TV films on what to do in case of an atomic attack. Films, produced in cooperation with New York civil defense authorities, have 10 seconds open at end for sponsor's commercial or local civil defense announcement.

**Production . . .**

**Beck Productions**, Burbank, Calif., has been signed by **Gyro Skid-Control Co.** (anti-skid device), Beverly Hills, Calif., to produce a series of television commercials and dealer-training films. TV campaign is planned for Chicago, Kansas City and Seattle.

* * *

**Arrow Productions Inc.**, Hollywood, begins the second unit of 13 half-hour *Ramar of the Jungle* TV films on Nov. 3.

* * *

**Telepix Corp.**, Hollywood, begins production Nov. 10 of the pilot film in *The Traveling Salesman and . . .*, a half-hour TV series featuring a panel of four traveling salesmen. **Grace Lenard** will act as m.c. for questions concerning each contestant's most humorous experience and ability to sell unknown products.

* * *

**Paramount Pictures Corp.**, Hollywood, tomorrow (Nov. 4) starts filming a series of TV spot announcements, featuring top stars, for use during Infantile Paralysis fund drive.

**Random Shots . . .**

**Reid H. Ray**, president of **Reid H. Ray Film Industries**, Minneapolis, has formed **Reid Ray Telefilms Inc.**, with headquarters in that city, to produce TV films. **Saul Elkins**, producer-director for Warner Bros., is vice president in charge of production and will headquarter in Los Angeles at 8762 Holloway Drive. New firm is reported to have access to $1 million. First video film series, *A Sporting Chance*, is a mystery show.

* * *

**Shannon & Shallow Inc.**, Hollywood, with headquarters at 1552 Highland Ave., has been formed to produce TV film series and commercials. Partners are **Bob Shannon**, Hollywood radio-TV m.c., and **Jack Shallow**, motion picture producer. Firm is currently in production on 12 TV film spot announcements for **Whiz Kids**, Culver City (used car dealers). Agency is **Hunter & Scott Inc. Adv.**, Hollywood.

* * *

**Robert Frost**, a Pulitzer Prize poet, will appear in a film, *At Home With Robert Frost*, on **NBC-TV** on Nov. 23 from 5:30-6 p.m. EST. The program will be second in the NBC-TV series of conversations with "elderly wise men." The first

*(Continued on page 105)*

## MOVIE TECHNIQUE
### Will Promote TV Series

EXPLOITATION of a TV film with publicity and merchandising devices that have characterized treatment of theatrical films has been planned by Gross-Krasne Productions, Hollywood, for its series, *Heart of the City*.

The company has assigned Sol Dolgin, veteran Hollywood publicist, to promote the films. In the promotional program are 20-and 55-second trailers for use by stations and sponsors, autographed glossy stills of leading performers, "Why I Like *Heart of the City*" contests and elaborate press books.

Series is being syndicated nationally by United Television Programs Inc. Aaron Beckwith, UTP sales director, said his firm has completed arrangements with Mr. Dolgin to support the campaign. Milt Blink, UTP executive vice president, said: "The movies have been using these techniques with great success for years. There is no reason why these same ideas won't sell television. . . ."

## CANCER TELETHON
### L. A. Show Raises $250,000

PLEDGES totaling $250,000 resulted from Cancer Society's 13-hour *City of Hope Telethon*, telecast Oct. 25-26 by KNBH (TV), KLAC-TV, KTLA (TV), KTTV (TV) Hollywood, KPIX (TV) San Francisco and KFMB-TV San Diego. Sponsored by the Greater Los Angeles Press Club, the program, emanating from Earl Carroll Theatre, began on Saturday, Oct. 25 at 11 p.m. (PST) and finished Sunday, Oct. 26 at 12 noon (PST).

Kinescope, consisting of 28,080 feet of film, was made of the program by KNBH (TV). After being edited to about nine hours, it will be shown in cities throughout the country by organizations which support the City of Hope.


PACKS A WALLOP!
THE
AL MORGAN SHOW
with 2¾ million
sales impressions a week!*

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533* viewers a day in WLW-Television's rich 3-city market.

Average weekly rating—Cincinnati—14.3*
Average weekly rating in all 3 cities—11.6*
3 peak week-days, Tues., Wed., Thur.—15.4*
Nearest competition,
well established kids' show—6.4*

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use
preceding ¼ hour show—17.3%*
Average sets in use during his show—25%*

Let Al Morgan
sing a Song of Sales for you!

The Best Buys to see are on WLW {C T D

*ARB (American Research Bureau)

WLW Television

WLW-T CINCINNATI · WLW-D DAYTON · WLW-C COLUMBUS

Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, and HOLLYWOOD

TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios of
VIDEO VARIETIES
CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

## RADIO'S VALUE
### Stressed by Retailer

RADIO offers retailers an effective means of becoming an integral part of the community, C. B. Dulcan Sr., vice president of the board and managing director of the Hecht Co., Washington, D. C., said Tuesday at a luncheon celebrating the fifth anniversary of the Store's *Community Reporter* program on WGAY Silver Spring, Md.

"It's good business to participate in community life," Mr. Dulcan said. He recalled that the store, one of the top-ranking retail outlets in the nation, had set out some years ago to study the difference between a store that just sells goods and a store that realizes a community is more than "just people with money in their jeans."

Mr. Dulcan lauded radio and WGAY for a "great job on behalf of Hechts." He commended Joseph L. Brechner, WGAY general manager, and Ernie Tannen, program conductor, for their contribution "to mutual good."

Plaques commemorating their five years of participation in the project were presented to Messrs. Dulcan and Tannen, as well as to James Rotto, Hecht Co. assistant vice president and publicity director. Presentations were made by Harold E. Fellows, NARTB president. Guests at the luncheon included civic leaders; John W. Kluge, WGAY president, and Harwood Martin, head of the agency bearing his name.

The program has attracted nationwide attention as an example of effective use of broadcasting by a major department store [B•T, July 11, 1949]. The Hecht Co. operates a downtown store and two large suburban stores.

◀ *ANY pessimist about the future of radio would have been out of place at Hecht's luncheon celebrating the fifth anniversary of its community service program over WGAY. At the plaque presentation ceremonies were (l to r) Messrs. Kluge, Fellows, Dulcan, Tannen, Rotto, Martin and Brechner.*

## RUSSELL COMER CO.
### Mrs. Comer Now Manager

MRS. ELOISE COMER, wife of the late Russell C. Comer who died Oct. 17, has assumed management of the Russell C. Comer Co., it was announced last week. Mrs. Comer has been an active partner in the radio transcription firm since 1945.

Shortly before his death, Mr. Comer made arrangements with C. Alec Pollard, of New York city, to join the firm as head of its Public Relations Dept. Warren Comer, son of the late Mr. Comer, is soon to join the company at termination of his Naval Air Force service.

## Hoosier Theme

"EDUCATIONAL TV for Hoosiers" is the theme of the Indiana U. video conference scheduled for Dec. 5-6 at Bloomington. Elmer G. Sulzer, director of radio and TV communications for the university, has planned a Saturday session on "Low Cost Educational TV Production."

# book reviews . . .

**ENCYCLOPEDIA OF ADVERTISING. By Irvin Graham. Fairchild Publications Inc., 7 E. 12th St., N. Y. 3, N. Y. 606 pp. $6.50.**

MORE than 1,100 terms, in advertising and allied trades, have been catalogued in this reference source and working manual. Explanations of existing laws affecting the advertising industry, postal regulations and the various services available to advertisers are described in detail. An additional section lists trade associations directly or indirectly related to advertising. Mr. Graham heads an advertising agency bearing his name.

* * *

**RADIO & TELEVISION COMMUNICATION. By Charles Frederick Lindsley. Published by McGraw-Hill Book Co., 330 W. 42d St., New York, N. Y. 492 pp. $5.**

DESIGNED as a college text, this book offers the reader a not-too-technical course in the evolutional and vocational aspects of the broadcast media, and is of interest to both the embryonic broadcaster and the seasoned veteran. To the student, it can be an intelligent discussion of broadcasting's past, present and immediate future. To the veteran, it should afford a kaleidoscopic view of many developments which have taken place within the span of his professional career.

Mr. Lindsley is a professor of speech at Occidental College and is director of radio at the Pasadena Community Playhouse.

* * *

**STORAGE TUBES AND THEIR BASIC PRINCIPLES. By M. Knoll and B. Kazan. Published by John Wiley & Sons Inc., New York 16, N. Y. 143 pp. $3.**

PURPOSE of this book, authored by two staff members of RCA Labs. Division, is to explain in concise form the fundamental operation of different type storage tubes and provide data in an easily accessible form. Substantial part of book originally was prepared for U. S. Army Signal Corps in a report. Book comprises sections on equilibrium factors, definitions, methods of reading and writing, signal converter storage tubes, viewing tubes, computer tubes and TV camera tubes.

* * *

**MR. WIZARD'S SCIENCE SECRETS. By Don Herbert. Published by Popular Mechanics Press, 200 E. Ontario St., Chicago 11. 244 pp. $3.**

A BOOK of sheer entertainment, this volume by Don Herbert, who is "Mr. Wizard" on the NBC-TV Saturday program of that name, brings together under cover the home-type scientific experiments which have been the TV series' mainstays.

As in the network show, the stress is on entertainment but viewers—in this case, readers—of all ages cannot but help to gain some knowledge of the scientific principles pointed up by the experiments. The book is illustrated profusely with photographs and drawings. Featured in the book are the show's stars who in addition to Mr. Herbert are the youngsters, Willy Watson and Betsy Taylor. One could agree with the book's fly-leaf. "The 'wizard' is Don Herbert, and his wizardry consists in showing that science can be fun!"

## Ruppert Radio Buying

JACOB Ruppert Brewery, New York (Knickerbocker beer), has expanded its radio avertising for the Negro market in metropolitan New York. Company now sponsors 15-minute segments of *After Hours Swing Session* starring Willie Bryant and Ray Carroll on WHOM New York five nights a week, in addition to the Bryant and Carroll afternoon program on WHOM. Participations also will be used on the station's Negro women's shows. Ruppert sponsors Ralph Cooper's *Spotlight in Harlem*, Monday, 10-11 p.m. EST over WJZ-TV New York. Agency is the Biow Co., New York.


more LISTENING COMFORT with lightweight TELEX headsets!!

THE ONLY PERSONAL PART OF ANY COMMUNICATION SYSTEM

*MONOSET
The modern styling and dependability and superior performance of the TELEX Monoset have made old fashioned headphones obsolete. Magnetic.

*DYNASET
New dynamic under-chin TELEX Dynaset, with more highs and lows of both music and speech, is the delight of radio and TV monitors. Weighs only 1.25 oz.

Modern, lightweight, durable . . . Easily adjustable and built for hard usage, TELEX Headsets give top quality reception without the punishment of extra weight and pressure.

*TWINSET
This lightweight 1.6 oz. TELEX Twinset pipes signal directly into the ear, blocking out background noises and banishing listening fatigue. Magnetic.

*EARSET
Sensitive TELEX Earset slips onto ear and is preferred by all who use single-phone headsets. Weighs only ½ oz. and leaves other ear free for phone calls or conversation.

STANDARD OF THE WORLD FOR QUALITY HEADSETS

Telex produces headsets to manufacturers' specification

*Trade Mark

Commercial Communications - Electronic Laboratories
Office Transcribing Machines - Radio Monitoring
Telecasting - Amateur Radio - Record Stores - Theaters
Phone-Order Boards - Wired Music Installations

For complete information on any of the above headsets, write

TELEX, ELECTRO-ACOUSTIC DIV.
Department B-C • St. Paul 1, Minnesota
In Canada, ATLAS RADIO CORP., Toronto

TELEX
HEARING AT ITS BEST

## NEW DAYTIMER

### To Take Air in February

WBOY Tarpon Springs, Fla., which received a grant for 5 kw-D on 1470 kc [B•T, Sept. 8] will be on the air by mid-February, Amherst H. (Ted) Turner, executive vice president-general manager, announced last week.

Mr. Turner

Principal WBOY owners include Mr. Turner (25%), who is former commercial manager of WPAG-AM-FM Ann Arbor, Mich.; Gail D. Griner (25%), former owner of WABJ Adrian, Mich., and formerly 50% owner of WGRO Bay City, Mich., and Frank Beauregard (25%), owner of department store in Milan, Mich.

## Ann Hagen to IIA

MRS. ANN S. HAGEN, former correspondent for the UP, has joined the International Information Adminstration, Washington, D. C., as officer for press and radio. Mrs. Hagen returned to the U. S. from Europe this past summer after a tour of service with UP. She is working with Ben Crosby, director of Congressional and public information for IIA.

Ideal home for permanent tenancy! Perfect location (8:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 55% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate committments are recommended.

KMBC
of Kansas City
KFRM
for Rural Kansas
••• 6th oldest CBS Affiliate •••


# allied arts

JAMES W. HITCHCOCK, assistant sales manager of Westinghouse Television-Radio Div., Sunbury, Pa., becomes manager in charge of radio, television and electrical housewares for Penn Electrical Engineering Co., Scranton, Westinghouse distributor for northeastern Pennsylvania. He is replaced by **T. J. NEWCOMB.**

**A. L. CHAMPIGNY,** promotion service supervisor, General Electric Co.'s large motor and generator depts., appointed supervisor of replacement sales promotion for firm's tube dept.

**ROBERT L. KLAUS,** publicity director, WCAU Philadelphia, to Phil Edwards & Assoc., same city, TV packaging and producing agency, as promotion-publicity director.

**ALLEN H. CENTER,** public relations director, Parker Pen Co., to Motorola Inc., Chicago, in same capacity.

**CHARLES MAECHLING Jr.,** general counsel office, Dept. of Air Force, to RTMA, Washington, D. C., as government relations officer.

**PERRY HILLEARY** promoted to general manager, George R. Turpin & Assoc., Fort Worth, Tex. **J. LEE JOHNSON** advanced to associate manager.

**DON W. LYON,** TV program director, Syracuse U., Syracuse, N. Y., to U. of Rochester, Rochester, N. Y., as director of radio-TV.

**KEN MacASKILL,** production staff, WNAC-TV Boston, and **MICHAEL LAURENCE,** former manager of Dublin Players, to teaching staff, Communication Arts Div., Boston U.

**MILES BOHM AUER,** artists' manager, Stemple-Olenick Agency, Hollywood, opens own office at 6335 Yucca St., that city.

**PEERLESS ELECTRICAL PRODUCTS Div.,** Altec Lansing Corp., Beverly Hills, Calif., has released 15 page transformer catalog and price list containing 92 items.

**CROSBY LABS. Inc.,** relocates at Robbins Lane, Hicksville, N. Y., Box 233. Telephone is Hicksville 3-3191.

### *Equipment* • • •

**GENERAL ELECTRIC TUBE Dept.,** Schenectady, N. Y., announces production of new high-perveance triode, type 6AH4-GT, for vertical output service in TV receivers, particularly useful in those with large-deflection-angle picture tubes.

**WESTINGHOUSE ELECTRIC Corp.,** Pittsburgh, announces manufacture of new 25 kw radio frequency generator for use on long production runs where readjustment of r-f generator will be infrequent.

**INDUSTRIAL INSTRUMENTS Inc.,** Cedar Grove, N. J., announces production of Type RI-C indicator-controller primarily designed to meet the needs of industrial control and measurement of solution concentrations. Instrument is entirely self-balancing and requires no adjustments or resetting.

**LEE ELECTRONIC LABS.,** Roxbury, Mass., announces production of precision engineered, professional quality electronic test set for field or bench servicing of radio, TV, radar and communications equipment.

### *Technical* • • •

**DAVID J. MILLER Jr.** appointed director of technical operations, WEEU-AM-FM-TV Reading, Pa. **HAROLD SCHEARER,** chief engineer there, promoted to assistant director of technical operations.

**ROBERT J. SINNETT,** chief engineer, WHBF-AM-TV Rock Island, Ill., elected senior member of American Assn. of Engineers.

**NORMAN GERMANI,** chief announcer, KXO El Centro, Calif. promoted to chief engineer.

## Cincinnati IRE Meeting

SEVENTH annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers will be held in that city April 18, it was announced last week. R. W. Lehman, Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati, is in charge of exhibits and advertising.

## Canadian Research

SPECIFIC STANDARDS for methods of radio audience measurement now being used in Canada are being worked out by the research and development committee of the Bureau of Broadcast Measurement, Toronto. The committee is making an analytical study of the co-recall method being developed by Gruneau Research Ltd., Toronto, and hopes to make a report at the next annual meeting of the BBM and Canadian Assn. of Broadcasters at Montreal in March. Technical advisers on statistical and psychological factors are Dr. A. H. Shephard and Prof. K. S. Bernhardt of the Univ. of Toronto.

## Our Respects To

*(Continued from page 58)*

ceived the Peabody Award. Foote, Cone & Belding is Hallmark's agency.

At the Hallmark president's personal direction, all these programs have been presented on a high plane. Mr. Hall feels his company's programs must meet the same high standards of quality claimed for its greeting cards; thus, the Hallmark program formula aims at constructive entertainment, suitable for family listening or viewing, which will give the audience a lift.

Friends describe the Hallmark president as a happy combination of sentimentalist and realist. He has, they say, an unshakable conviction that most people are good, that the old-fashioned virtues never go out of style and that character, loyalty and hard work will decide a man's success.

Born in David City, Neb., in 1891, Joyce C. Hall attended school in Norfolk, Neb., where the Hall family later moved. Working as a youth in a Norfolk book store owned by his brothers, Rollie and William, he became acquainted with picture postcards, then becoming popular.

The engraved Christmas cards and ornate Valentines of that era later caught young Mr. Hall's fancy. In 1910, he enrolled in a business college in Kansas City, Mo., attending school evenings and during the day jobbing postcards, Christmas cards and Valentines. Within three years he had formed the Hallmark greeting card company, beginning with four employes.

Mr. Hall today supervises the Hallmark operations from his farm just outside Kansas City. His daughters, Elizabeth Ann and Barbara, are married, and his son, Donald, is in the Army.

An insight into Mr. Hall's lack of pretensions or artificialities is revealed in his address to employes last year in which he disclosed two of his New Year's resolutions:

"To think a little longer and little harder before I speak."

"To have all my pants let out another inch."


An hour a week on WLS
(see inside front cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

## MRS. CAROTHERS

**Was an Ad Executive**

MRS. MINNA HALL CAROTHERS, 65, retired advertising executive, died Oct. 24 in Lenox Hill Hospital, New York.

A native of New York, Mrs. Carothers' advertising career began in 1914 when she was one of the early members of the League of Advertising Women, now called the Advertising Women of New York (AWNY).

Mrs. Carothers opened an .dvertising agency bearing her maiden name, Minna Hall Simmons, in 1930, and was one of the first women to hold an account executive title.

## Hattie McDaniel

FUNERAL services were held in Los Angeles last Saturday for Hattie McDaniel, 54, for several years star of *Beulah* on CBS Radio and ABC-TV. Transcribed episodes had been used on the radio series since her illness. An Academy Award winner for her portrayal of Mammy in the movie, "Gone With the Wind," her death, Oct. 26, was due to the combined effects of cancer, heart condition and diabetes. She is survived by a brother, Sam.

## Thomas R. Corwine

FUNERAL services were held Oct. 26 in Chicago for Thomas R. (Uncle Tom) Corwine, 83, a featured performer on WLS Chicago and its *National Barn Dance* since 1925. He died Oct. 23 at his Evanston, Ill., home after a short illness. A polyphonist or man "of many sounds," Mr. Corwine traveled the country from 1928 to 1931 with the WLS showboat troups. Services were conducted by Dr. John Holland, station pastor, with songs by WLS's "Maple City Four."

## Henry J. Dostal

HENRY J. DOSTAL, national contract sales manager since August of TeleKing Corp., New York, died at his home Oct. 26 after a short illness. Burial was in Bronxville, N. Y.

# BINAURAL BROADCASTING

**'Almost As Old As Broadcasting Itself'**

*WDRC, operating as binaural station in 1924, shows studio containing right-ear and left-ear microphones and transmitters.*

By FRANKLIN M. DOOLITTLE
PRESIDENT, WDRC HARTFORD

THERE have recently appeared in trade publications several articles describing new "firsts" in the use of binaural broadcasting. Actually binaural broadcasting is almost as old as broadcasting itself.

Its first use was, I believe, by WDRC Hartford (then WPAJ) in 1924 when two channels were assigned for this purpose by the Dept. of Commerce, a station employing two microphones and two transmitters was actually built and operated for about a year, and several demonstrations of reception were given at Yale's Dunham Lab. of Electrical Engineering.

This work was described in the April 1925 issue of the *Electrical World*. Soon after these experiments the demand for broadcast channels became acute and the system was abandoned, for anyone who had then suggested that all radio stations be assigned two frequencies instead of one would have received an understandably cool reception from the regulatory authorities.

When in May 1939, WDRC established an experimental FM station atop Meriden Mt., the possibility of using AM for one channel and FM for the other became evident, and the original experiments were repeated. using WDRC for the transmission of one ear and WDRC-FM for the other.

For the benefit of those who have never heard binaural transmission, the effect obtained may be described as a kind of auditory perspective or stereophonic effect comparable to that obtained with the stereoscope in vision. Program sounds appear to come from the actual location of the instruments in the original performance. If the source of sound moves during the program the listener is aware of it, even though he may be miles away. This three-dimensional effect is quite startling in its realism and contributes a great deal to the enjoyment of a radio program.

### In Sets of Twos

Ideally, the full binaural effect requires the use of two microphones at the transmitting station, spaced about the same distance apart as the human ears, two transmitters radiating independently on separate channels and two receivers at the receiving point, each separately connected to one receiver of a double headset.

With this arrangement the ears are in effect transferred to the location of the microphones and the slight differences in time of arrival of the sounds at the two ears, which the brain interprets as direction and distance, is maintained.

When loudspeakers are substituted for headphones at the receiving location, some of the ability to detect accurately the source of sounds is lost. The reason for this is that if headphones are used, each ear hears a separate version of the program, but when loudspeakers are used each ear hears not only the version intended for it but also, somewhat diluted, the version intended for the other ear.

Nevertheless, there remains a diffusion of the sounds into three dimensions, which gives an effect quite superior to monaural listening and which contributes much to the realism.

Any broadcaster who has both AM and FM can transmit an occasional program binaurally for the benefit of high-fidelity fans, whose number has greatly increased.

The regular reception of the stations is not interfered with in any way, but to take advantage of the binaural transmission, two receivers must be used, tuned to the AM and FM transmissions. Reception may be either with headphones or with loudspeakers properly spaced in the room. Some experimenting is necessary to find the proper spacing for maximum effect if loudspeakers are used.

Although binaural broadcasting will probably not revolutionize broadcasting as a whole, it provides a fascinating field for the broadcaster who desires to render a service of unique kind to those who are interested in high fidelity reception.

---

CBS RADIO's *Dr. Christian* series, Wednesday, 8:30-9 p.m. EST, has been chosen by Laymen's National Committee as "the outstanding program contributing to moral growth and individual and family responsibility of the American people."


KGW

THE *People's Choice** IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

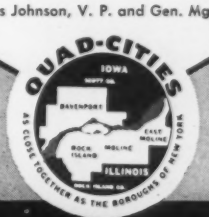
THE QUAD-CITIES

16th IN EFFECTIVE BUYING INCOME PER FAMILY

*among Sales Management's 162 Metropolitan Areas*

If your advertising dollar is seeking the quality market first—then the Quad-City area belongs on your list. Year by year this community rates higher and higher among the 162 standard metropolitan areas. Good ancestry, fine geographical location and diversified means of livelihood all contribute to a high standard of living among Quad-Citians.

Les Johnson, V. P. and Gen. Mgr.




Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

LADIES who win prizes on the *Club 1300* show aired daily on WFBR Baltimore also are getting shopping bags to transport their loot. Dozens of contestants each week promote the show by carrying the bags clearly printed with "Another prize winner on *Club 1300* Monday through Saturday on WFBR."

### WTVJ (TV) PARTY PLANS

THREE weeks of festivities beginning Nov. 5 have been planned by WTVJ (TV) Miami to celebrate the opening of the station's new studio building. Studio party for all employes will inaugurate the ceremonies on that date. Parties for the local press, network officials and sponsors are scheduled by the outlet. All southern Florida viewers are being invited to tour the station so they will have a chance to see their favorite local show just as it is telecast.

### TRIPS TO INAUGURAL

CASH prizes up to $1,000 plus a pair of plane tickets to Washington for the inauguration to each of three winners will climax the "Operation Vote Count" contest on WSRS Cleveland. Contestants guess at the number of citizens who will vote in Cuyahoga County on Nov. 4. Estimates are sent to the stations and the three persons whose number comes closest to the actual figure will win.

**...and for AM, FM and TV it's Marconi!**

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

**OPERATION** — Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the *first* radio stations in North America.

**CONSULTING SERVICE**—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

**EQUIPMENT** — Everything from microphone to antenna, designed, installed, adjusted and guaranteed ... that's the *experienced* Marconi service.

**Marconi**

*the greatest name in radio and television*

**CANADIAN MARCONI COMPANY**

*Established 1902*

Vancouver • Winnipeg • Toronto
Montreal • Halifax • St. John's


## programs promotion premiums

### KBIG'S 'BIG PLAY'

MAILING piece from KBIG Avalon, Calif., states that "KBIG is making the BIG play for tune-in—and getting it!" Station points out that all media are used to promote its music-news programming.

### ELECTION COVERAGE PLUG

COLORED map showing traditionally Republican, Democratic, and States' Right states has been distributed by WAVE-AM-TV Louisville, Ky., to promote election coverage on the stations. Map is accompanied by a score sheet showing the number of electoral votes each state has.

### WBNS-TV HISTORY

FOUR-PAGE folder, giving the history and background of WBNS-TV Columbus, Ohio, was used by the station to tell viewers and clients of the station's third anniversary celebration during October. Wide circulation of the promotion piece was assured when station decided that in addition to sending it to agencies and clients WBNS talent would distribute folders when they made personal appearances.

### ALTRUISTIC BROADCASTER

BELIEVING that "people have diversified tastes in entertainment and if they can't find what they want on our station they should be briefed on others," Harry Maizlish, president and general manager of KFWB Hollywood, has inaugurated new policy of two-minute broadcast every hour, which lists all other local stations' radio-TV programs.

### NEW AM PROMOTION

STORY of WFOB-AM Fostoria, Ohio, which has just been completed is being told to potential listeners and advertisers in brochure form. Map of the stations' coverage area, population statistics and station location are included. WFOB-FM has been on the air since 1946.

### ADS BOOST RADIO

MEMBERS of the staff of KTUC Tucson, Ariz., are airing 15 spot announcements daily promoting station facilities, using the theme "There's something good to hear right now on KTUC. . . ." Station sponsors are also footing the bill for newspaper ads which utilize the same phrase.

### ADS PRODUCE RESULTS

BROCHURE featuring reprints of several ads promoting Vic Diehm stations which have appeared in BROADCASTING • TELECASTING has been prepared by Mr. Diehm on the occasion of his 25th year in radio. In the preface of the booklet titled *Sincerely Yours*, Mr. Diehm states that, "These ads have met with utmost attention and have resulted in many fine contracts" for WAZL Hazelton, Pa., WHOL Allentown, Pa., WHLM Bloomsburg, Pa., and WIDE Biddeford-Saco, Me.

### SCHOOL TEACHER CONTEST

CONTEST to find the most beautiful school teacher in America will be launched on Nov. 9 by the *Our Miss Brooks* program on CBS Radio for Colgate-Palmolive-Peet. The winning teacher will be awarded a week's vacation in Hollywood with all expenses paid during the Christmas holidays. The two runners-up will get $100 bonds. The contest is open to grade and high school students in the United States.

### SONG INSPIRATION

RADIO-TV musical director Hank Sylvern is creating a program based on incidents in history that have served as inspirations for songs that have been written through the ages. Working with him on the radio-TV package is Malvin Wald, Hollywood scenarist.

### UNITED NATIONS TRIBUTE

TRIBUTE to the UN was aired fortnight ago by WICC Bridgeport, Conn. Format was a play within a play which took place in an American school room setting up a UN program. Cast and chorus was made up of 40 children from Bridgeport public schools.

### LUCKY NUMBER PROMOTION

MEMBERSHIP of 864,000 is being claimed by WOKY Milwaukee in its new Lucky Number Shoppers League promotion. Every home in the Milwaukee area has been mailed a membership card and is eligible to win a new $15,000 home and $2,000 in other prizes. WOKY campaign broadcasts lucky numbers 18 times daily. Winners' names are published in local newspapers and announced over WOKY.

### WINNER TO BERMUDA

LUCKY winner of Leif Eid's news show on WNBW (TV) Washington will soon be relaxing on the sands of Bermuda. Dunhill Cigarette Co., in cooperation with the station, is offering the trip to the person who comes up with the best reason for switching to Dunhills.

### WNYC BACKS ARTS

THIRD annual American Art Festival over WNYC New York was to begin Oct. 2 and continued through Nov. 1 with more than 50 hours of air time allotted for information on New York City's museums, art galleries and art treasures. The project, designed to stimulate interest in the arts, was launched by WNYC in 1950. Condon Riley served as art consultant for the festival and Bernard Buck, station program manager, as coordinator.

### RELIGIOUS SERIES

RADIO Gospel Fellowship, Denver, has tape recorded a new series of 92 quarter-hour devotional programs *Strength For the Day* at Radio Recorders Inc., Hollywood. Released in groups of five tapes, the series features Al Salter in Bible readings, with Joseph Barclay, tenor soloist, and Paul Mickelson, organist.

### SPORTS COMMENTARY

KECA Los Angeles *Elroy "Crazy Legs" Hirsch Show*, features sports commentaries by the Los Angeles Rams end, and will be sponsored by Miller Brewing Co., Milwaukee, on thrice weekly basis for 13 weeks from Oct. 22. It is packaged by Larry Cotton Presentations, Hollywood. The agency is Mathisson & Assoc., Milwaukee.


**FRIENDS**

"To make a friend, you must be one." Over Twenty Five years of service to farmers in Kansas and adjoining states have made us their friend.

**WIBW** The Voice of Kansas in TOPEKA

## EDUCATORS MEET
### Set Up by JCET

A GROUP of leaders in the movement for educational television conferred in New York Oct. 21 in what spokesmen described as a session devoted primarily to an exchange of information and ideas.

Meeting was set up by the Joint Committee on Educational Television and was attended by President Scott Fletcher of the Fund for Adult Education, which has made a $145,000 grant to JCET. Others who attended were listed as:

**Chairman Edgar Fuller, Executive Director Ralph Steetle, and General Counsel Telford Taylor of JCET; Kenneth Bartlett, dean of University College, Syracuse U.; Harry Boyd, editor of the "Cedar Rapids (Iowa) Gazette"; Leland Hazard, Pittsburgh Plate Glass Co.; John E. Ivey Jr., director of the Southern Regional Education Board; Thomas P. Campbell, deputy mayor of Denver; Mark Schinnerer, superintendent of Cleveland schools; William Sener, U. of California at Los Angeles; William Stirton, assistant to the president of Wayne U.; and Raymond Wittcoff, chairman of the St. Louis Educational Television Committee.**

## KFAL Program Tests

KFAL Fulton, Mo., which holds a license for 900 kc with 250 w, has begun program tests under FCC authority with 1 kw. Station is owned and operated by Missouri Central Broadcasters, a firm owned by R. W. Nickles, who serves as general manager, and Roger P. Fox, who serves as station director.

## RADIO AIDS SEARCH
### Stations Score Scoop

WCAN and WTMJ-AM-TV Milwaukee aided a 27-hour search for a 2½-year-old boy and then scooped papers when the boy was found.

A Milwaukee suburb housewife was listening to WCAN's *Polka Party* when she heard the announcement of the lost boy. Later, while hanging out her laundry, she heard a child crying. With neighbors, she went to a nearby ditch and found the sobbing youngster, who had fallen in a hole.

Both WCAN and WTMJ tape recorded reunions of the boy, his family and friends.

## POLITICAL DILEMMA REVIEWED
### Salant Says Sec. 315 Needs Re-examining

*(See Editorial, Page 58)*

POLITICAL broadcast requirements of the Communications Act result in "giving less, not more, to the people" and should be re-evaluated after the elections, Richard Salant, CBS vice president, declared last week.

Discussing the complex problem on Dwight Cooke's *You and the World* broadcast on CBS Radio on Friday (6:15-30 p.m.), Mr. Salant singled out the case of Gen. Eisenhower's West Virginia speech at the time of Sen. Nixon's broadcast explaining the so-called Nixon fund.

Because Gen. Eisenhower was expected to make some statement on the Nixon fund, Mr. Salant said, CBS Radio covered the general's speech as news, even though in doing so "we put ourselves under the obligation of some eight and a half or nine hours of free time to other candidates." He continued:

"It happened that we were the only network to do that. I think that's undesirable. I'm pretty sure that the other networks didn't do it just on account of Sec. 315 [equal-opportunity provision of the Communications Act]. That isn't the kind of result that 315 should have. Sec. 315 results in giving less, not more, to the people."

Mr. Salant and Mr. Cooke also brought out that the equal-opportunity requirements minimize the feasibility of using Congressmen to debate important issues on the air, even though they may be the foremost experts on the subject under discussion. For all Congressmen, and one-third of the Senators, are running for re-election (except those who have decided to retire), and to put one in a broadcast debate automatically requires the broadcaster to make equal time available to his opponents.

"It just restricts the kind of people you can have," Mr. Salant said. "You can't have the best possible people on the particular issue."

He asserted that "after the heat of the campaign is over and while the experience of all these difficulties I've been telling you about is still fresh in our minds, we should —all of us: Congress, the other broadcasters, the FCC—take a long look at 315 and see whether it works out the way we expected. Obviously it's in the best American tradition that everybody have equal opportunity to get their views to the people, but 315 also tends to keep views from the people in the way that I've just described."

Mr. Salant added that he realized that "radio and television are so powerful . . . that we simply cannot use them to ride our own political hobby horses if we happen to have any," and that whether Sec. 315 is changed or not, "we'll always stand by the policy that we try to follow now—to present all the facts to the people. . . ."

As evidence of the complexity of the equal-time requirements, he noted that 18 major and minor parties are putting up Presidential candidates this year and that if each of these were given an hour of prime time a week they would, altogether, account for 18 out of the 21 hours a week between 8-11 p.m. He continued:

"Largely on account of Sec. 315 we have just had to adopt the general policy, with the exception of a matter like the [Eisenhower speech which was covered as spot news], of not giving time to the candidates but of selling it. I admit that doesn't seem to be very attractive. It does mean that the party with the most money gets the most use out of this very powerful medium. But on the other hand, that is a fact of life.

"The party with the most money can take out the most newspaper advertisements, they can issue the most number of full color pamphlets. There really isn't any reason in that area why radio and television should be treated any differently from any other method by which a candidate reaches the people. It would be awfully nice if all the parties had all the money they wanted. That would solve our problem. They don't and we can't do much about that."

## New Series Available

DOROTHY OSHLAG, manager, Communications Materials Center, last week announced the availability of a new transcription series in which is told true stories of criminals and delinquents, using their actual voices. Series is entitled, *Why Did He Do It?* The center, a division of Columbia U. Press, has offices at 413 W. 117th St., New York 27.

## PALM SPRINGS TV
### Construction Underway

CONSTRUCTION of Palm Springs, Calif., community TV system by International Telemeter Corp. (half-owned by Paramount Pictures) took a long step forward last week when 4,000 ft. of Styroflex coaxial cable was flown overnight from Yonkers, N. Y., to California by manufacturer Phelps-Dodge Copper Products Corp.

The high-power, low loss cable is being installed to bring Los Angeles TV signals down the mountain side to Palm Springs to TV set owners in the resort area [B•T, March 3]. Palm Springs is 90 miles from Mt. Wilson, where all of Los Angeles' seven TV stations have their transmitters.

## Nielsen Adds Clients

TWO large national manufacturers and nine leading agencies have contracted with the A. C. Nielsen Co., Chicago market research firm, for its coverage service reports and radio and TV stations and networks nationally. Clients are Procter & Gamble, New York, and the Toni Co., Chicago, a division of Gillette. Agencies, which bring Nielsen's agency subscribers to this service to a total of 14, are N. W. Ayer, BBDO, Biow Co., Compton Adv., Dancer - Fitzgerald - Sample, Kastor, Farrell, Chesley & Clifford, McCann - Erickson, Tatham - Laird and Geoffrey Wade Adv.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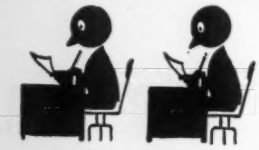
# FCC actions



OCTOBER 24 THROUGH OCTOBER 30

| | | |
|---|---|---|
| CP-construction permit | ant.-antenna | cond.-conditional |
| DA-directional antenna | D-day | LS-local sunset |
| ERP-effective radiated power | N-night | mod.-modification |
| STL-studio-transmitter link | aur.-aural | trans.-transmitter |
| synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours |

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

*Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.*

## October 24 Decisions . . .

BY COMMISSION EN BANC

AM—1220 kc

**KIBE Palo Alto, Calif.**—Granted CP to increase D power from 250 w to 1 kw.

AM—1260 kc

**KPOW Powell, Wyo.**—Granted CP to increase D power from 1 to 5 kw.

Change to DA-N

**KSDN Aberdeen, S. D.**—Granted CP to change from DA-DN to DA-N.

AM—960 kc

**WHAK Rogers City, Mich.**—Granted CP to increase power from 1 to 5 kw.

**KOVO Provo, Utah.**—Granted CP to increase D power from 1 to 5 kw and install new trans.

Change Studio Location

**KVSM San Mateo, Calif.**—Granted CP to change studio location and increase power from 250 w to 1 kw.

AM—1380 kc

**WTOB Winston-Salem, N. C.**—Granted CP to increase D power from 1 to 5 kw, install new trans., and change from DA-DN to DA-N.

Advised of Hearing

**South Plains Broadcasters, Slaton, Tex.**—Is being advised that application for new station on 1340 kc 250 w-unl., indicates necessity of hearing on question of multiple ownership.

**Merchants & Farmers Station, Raleigh, N. C.**—Is being advised that application for new station on 1440 kc, 500 w-D, indicates necessity of hearing because of interference with WFVG Fuqua Springs, N. C.

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## October 27 Applications . . .

ACCEPTED FOR FILING

License for CP

**WHKK Akron, Ohio**—License for CP which authorized installation of new trans. AMENDED to change name of applicant to The WHKK Bcstg. Co.

License Renewals

Following stations request renewal of license:

**KIBH Seward, Alaska; WTIM Taylorville, Ill.; WFMW Madisonville, Ky.**

TENDERED FOR FILING

AM—860 kc

**WDMG Douglas, Ga.**—CP to change from 1 kw-D to 5 kw-D.

APPLICATION DISMISSED

Extension of Completion Date

**KJNO Juneau, Alaska**—Mod. CP, as mod., which authorized new AM, for extension of completion date.

## October 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

**WMOZ Mobile, Ala.**—Mod. CP which authorized new AM for approval of ant. and trans. location. AMENDED to change type trans.

**WKSB Milford, Del.**—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

**WXOK Baton Rouge, La.**—Mod. CP, which authorized new AM, for approval of ant. and trans. location and change type trans.


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**WHLZ Hazelhurst, Miss.**—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations and change type trans.

Increase Antenna Height

**WPNX Phenix City, Ala.**—CP to increase ant. height and mount TV ant. on top.

AM—1070 kc

**WDIA Memphis, Tenn.**—CP to change from 730 kc 250 w-D to 1070 kc 50 kw-D 10 kw-N unl.; change trans. location; install DA-DN.

Increase Tower Height

**WMC Memphis** — Mod. CP, which authorized removal of FM ant. from top and mount on side of NW tower, to increase height of tower.

Renewal of License

Following stations request renewal of license:

**WJCM Sebring, Fla.; WDAK Columbus, Ga.; WCRW Chicago; WKID Urbana, Ill.; KXLW Clayton, Mo.; KXOK St. Louis; WIZE Springfield, Ohio; WWOC Manitowoc, Wis.; WPRS-FM Paris, Ill.; WHO-FM Des Moines, Iowa; WOC-FM Davenport, Iowa; KXEL-FM Waterloo, Iowa; WOMC (FM) Royal Oak, Mich.; WJDX-FM Jackson, Miss.; WVCN (FM) DeRuyter Village, N. Y.; WHVA (FM) Poughkeepsie, N. Y.; WOSA (FM) Merrill, Wis.; KTTV (TV) Los Angeles.**

## October 29 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

**Sparton Bcstg. Co., Jackson, Mich.**—Granted petition for dismissal without prejudice of application for CP for new TV.

**WIBM Inc., Jackson, Mich.**—Removed from hearing docket application for CP for new TV.

**KFBI Inc., Wichita, Kans.**—Granted petition for dismissal without prejudice of application for CP for new TV.

**Chief, Broadcast Bureau**—Referred to full Commission petition to withdraw petition to enlarge issues in proceeding re applications for CP's for new television stations of KFBI Inc., Wichita, Kans., and Wichita Beacon Bcstg. Co., Wichita, Kans.

**Chief, Broadcast Bureau** — Granted motion insofar as it requests that application of Penn Jersey Bcstg. Co., Bristol, Pa., for CP for new AM be dismissed with prejudice, and denied insofar as it requests that application of WDAS Philadelphia, Pa., to change facilities of WDAS, be removed from hearing docket and returned to processing line.

**WDAS Philadelphia, Pa.** — Granted petition for extension of time to Oct. 20, 1952, to file opposition to motion of Chief, Broadcast Bureau, to dismiss with prejudice application of Penn Jersey Bcstg. Co., Bristol, Pa., and for removal from hearing docket of application of WDAS.

**Harrisburg Bcstrs. Inc., Harrisburg, Pa.**—Granted petition to amend application for CP for new TV to show issuance of 500 shares of preferred, nonvoting stock to WABX Inc., and application, as amended, was removed from hearing docket.

**WABX Inc., Harrisburg, Pa.**—Granted petition for dismissal without prejudice of application for CP for new TV.

**Metropolitan Television Co., Denver, Col.**—Granted request of Oct. 16, 1952, for withdrawal of petition of Oct. 10, 1952, for 15-day extension of time within which to file petition for review of examiner's ruling denying in part motion for leave to amend AV application.

**Allentown Bcstg. Corp., Allentown, Pa.**—Granted petition for extension of time to Nov. 28, 1952, to file replies to exceptions in proceeding re application for CP and that of Easton Pub. Co., Easton, Pa.

**Jackson Bcstg. & Television Corp., Jackson, Mich.** — Granted petition for dismissal without prejudice of application for new TV.

**WEAT Palm Beach, Fla.** — Granted petition to amend application for CP to move WEAT for purpose of submitting exhibit 3c, which is extension of option shown as exhibit 3 in application.

**KIMP Mt. Pleasant, Tex.** — Granted petition for dismissal without prejudice of application for CP to change hours of operation.

**W. S. Butterfield Theaters, Inc., Flint, Mich., and Trendle-Campbell Bcstg. Corp., Flint, Mich.**—Granted petition to amend application for new TV to specify vhf Ch. 12 in lieu of uhf Ch. 16, submit changes in hours of operation, etc.; removed from hearing, as amended. Removed from hearing docket application for CP for new TV.

By Hearing Examiner Basil P. Cooper

**Tampa Times Co., Tampa, Fla., and Orange Television Bcstg. Co., Tampa, Fla.**—By memorandum opinion and order joint petition to dismiss amendment tendered Oct. 7 by Tampa Television Co., Tampa, Fla., of application for TV was transmitted to Commission or motions commissioner for appropriate action; Examiner will entertain for 20 days from release of this order such requests as three applicants for Ch. 13 may desire to file to amend respective applications, even though hearing on competitive proceeding began Oct. 15, 1952.

By Hearing Examiner H. B. Hutchison

**The Radio Station KFH Co., Wichita, Kan.**—Granted petition to amend application for TV to substitute amended Secs. V-C and V-G and related new engineering report, and other related engineering amendments which are purely corrective in character.

**Wichita Television Corp. Inc., Wichita, Kan.**—Granted petition to amend application for new TV to substitute amended Secs. V-C and V-G and related engineering report.

By Hearing Examiner James D. Cunningham

**Metropolitan Television Co., Denver, Col.**—Granted motion to amend application for new TV to show addition of Don Searle as minority stockholder and executive vice president, minor changes in corporate stockholdings, change in persons originally holding offices of executive vice president, secretary, and treasurer.

## KVWO Reports Theft

KVWO Cheyenne, Wyo., last week reported that thieves forced their way into a studio and made off with a Model PT6 Magnecorder. Al Mann, station manager, would like other broadcasters to let him know if they learn of anyone trying to sell such equipment.

## October 29 Decisions . . .

ACCEPTED FOR FILING

Change Studio Location

**WPEO Peoria, Ill.**—CP to change


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studio location and mount TV ant. on top of AM ant.

**Change Name**

**WJMO Cleveland**—Mod. license to change name of licensee to Friendly Bestg. Co.

**Increase Antenna Height**

**WBVP Beaver Falls, Pa.**—CP to increase ant. height.

**Modification of CP**

**WLAF La Follette, Tenn.** — Mod. CP which authorized new AM, for approval of ant., trans. and studio location; make ant. changes; change type trans.

**KMLW Marlin, Tex.**—Mod. CP, as mod., which authorized new AM, to change studio location, change type trans., change frequency control equipment.

**Renewal of License**

Following stations request renewal of license:

WJOI Florence, Ala.; KGLN Glen-

*(Continued on page 107)*

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## Help Wanted

### *Managerial*

**Assistant & commercial manager** for CBS station with TV application in Southeastern competitive market. Must have good sales record. Excellent opportunity for further promotion in group-owned stations. Reply, stating salary desired, experience, photo. Box 928R, BROADCASTING • TELECASTING.

**Sales manager.** Little Falls, N. Y. MBS affiliate. Must have proven sales record. Top opportunity for right man. Full information to Bob Earle, WLFH, Little Falls, or Art Feldman, MBS, 1440 Broadway, New York.

### *Salesmen*

**Special** radio program telephone salesman (comm.) for GBA campaigns throughout U. S. Box 788R, BROADCASTING • TELECASTING.

**Is your problem more money?** Then write now for full details in radio selling. Owner has two one kilowatt stations, fulltime, 250,000 market. If you sell a daytimer close to metropolitan zone you will clean up in these isolated markets. $1000.00 per month or more is possible. Investigate! Box 937R, BROADCASTING • TELECASTING.

**Immediate opening** aggressive salesman who can produce. 20% commissions and opportunity to become sales manager, if capable. Contact Carson, KSMN, Mason City, Iowa.

**If you can** sell radio advertising in a 112,000 metropolitan market or would like to learn, I'll pay $75.00 a week guarantee for the right person. WRAC, Racine, Wisconsin.

### *Announcers*

**Florida coast station.** Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

**Announcer-engineer,** 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

**Announcer-engineer with first phone.** Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

**Staff announcer** needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

**Two announcers.** Top salary. Only those sending photo and audition considered. Box 873R, BROADCASTING • TELECASTING.

**Regional** NBC station in thriving Southern market has opening for topflight announcer. Good pay, plus talent. Box 881R, BROADCASTING • TELECASTING.

**Wanted:** Two announcers for progressive station in Southwest. Experience preferred, ability necessary. Good pay and working conditions, congenial staff. Send full information, disc and photo first letter to Box 885R, BROADCASTING • TELECASTING.

**Mature announcer,** authoritative voice, special events experience, for station in important Texas market. Box 910R, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Wanted**—Fulltime announcer with exceptional potential. Salary $40.00 per week. Submit audition disc, other data. Must hire within two weeks. Box 926R, BROADCASTING • TELECASTING.

**Combination** announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

**Announcer**—Must have network station and news experience. Best of working conditions. CBS affiliate. Write giving complete details on education, experience and salary expected to Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

**Combination** announcer-engineer, first ticket with emphasis on announcing. Send details including audition. KDRS, Box 491f Paragould, Arkansas.

**Combination** announcer - engineer, KEVT, Kerrville, Texas. Send disc or tape, full particulars. Permanent, salary strictly open. Advancement open. Wonderful town. Housing good. Wonderful climate. Call, write or wire Bill Field, Manager.

**Combination man** with first phone, emphasis announcing, experience not necessary. No shift before 6:30 a.m., none after 8 p.m. Wire or write KOMW, Omak, Washington.

**Announcer-engineer** must be good announcer. Start $80.00 a week, excellent living conditions. KTNM, Tucumcari, New Mexico.

**Combo man,** first phone, $350. for good announcer. Call or wire KVOC, Casper, Wyoming.

**Are you combination** of any two: announcer, first phone, sales, copy, sports, special events? We offer great future including TV for man who is versatile and qualified. You name terms. KWSH, Wewoka, Oklahoma.

**Expanding** announcing staff: Can you qualify? Old Reliable going to 5,000. . . . ABC affiliate . . . modern, progressive city . . . plenty of competition including TV. Good pay . . . good living conditions. Send audition; photo; background; experience first letter . . . to John Kennedy, KFYO, Lubbock, Texas.

**5000 watt** NBC station in progressive city of 15,000 needs good announcer to handle regular shift plus occasional newscast and sportscast. Must be a good man and preferably from Kansas or adjacent states. Send disc, photo, references and letter of application to Ray Beals, KVGB, Great Bend, Kansas. No floaters, please.

**Announcer-salesman.** New 5 thousand watt station soon on air, to be housed in air-conditioned building. Serving West Coast of Florida. Salary, good commission. Address all replies to A. H. Turner, General Manager, WBOY, Post Office Box 868, Tarpon Springs, Florida.

**Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.**

**Immediately need** combination announcer-engineer with emphasis on announcing. Daytime independent requiring good voice and first class license. No drifters or drinkers. Good salary starting with advancement. WFGN, Gaffney, South Carolina.

**Experienced,** versatile morning announcer who can handle established commercial, hillbilly and quiz programs. Must do good straight selling job. Rush tape to WFLB, Fayetteville, North Carolina.

**Combination announcer-engineer for 1 kw independent. Send disc or tape and picture to WFPM, Fort Valley, Georgia.**

## Help Wanted (Cont'd)

**5000 watt** ABC station has immediate opening for qualified announcer who can make a place for himself in closely-knit operation with TV future. Send recording, experience and references to Ambert Dail, WGH, Newport News, Virginia.

**Combination** announcer - engineer. Wire or write WOXF, Oxford, North Carolina.

**Sports announcer. $70.00-$75.00 weekly.** Send recording, photo, letter. WVOT, Wilson, North Carolina.

**Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.**

**Wanted**—Two combo men and one straight announcer for new North Carolina daytimer. Good salary. Write full details to P. O. Box 641, Rock Hill, South Carolina.

**Experienced announcer,** top newscaster, DJ, program producer with authoritative commercial delivery. Apply only if worth minimum $75.00 weekly and send tape, reference names, experience. Box 1056, Twin Falls, Idaho. 5000 watt NBC affiliate.

### *Technical*

**First class engineer.** No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

**Transmitter** engineer 5000 watt station, Iowa, 40 hours week. Box 783R, BROADCASTING • TELECASTING.

**Engineer**—Permanent employment. Immediate opening. Give details. Box 880R, BROADCASTING • TELECASTING.

**Small market** opening for first phone holder; announcer-engineer preferred. Box 891R, BROADCASTING • TELECASTING.

**Small market** opening for first phone holder; announcer-engineer preferred. Box 891R, BROADCASTING • TELECASTING.

**Night man** to spark midnight to 6:00 a.m. First phone. $86.40 for 40 hours. Box 907R, BROADCASTING • TELECASTING.

**Wanted**—First class engineer with announcers experience. Box 936R, BROADCASTING • TELECASTING.

**Operator** with first phone for daytimer in Ohio. No experience needed. Starting $60.00, 1½ overtime. No announcing. Box 938R, BROADCASTING • TELECASTING.

**North Carolina.** Engineer-announcer with first ticket. Send details plus audition. Box 939R, BROADCASTING • TELECASTING.

**Immediately:** fulltime first phone engineer. Wisconsin progressive operation. No announcing. Box 940R, BROADCASTING • TELECASTING.

**Colorado** — KCOL, Fort Collins has opening for first class engineer with opportunity to become chief. Mail complete information and references.

**Engineer-announcer** progressive Texas daytimer. Two weeks paid vacation annually. Prefer experienced man to work chief engineer position. Contact Ken Duke, KDDD, Dumas, Texas.

**Chief engineer-announcer** capable installation new 250 watt daytimer. Also two ticket announcers. $350.00 monthly plus. Write owner KLEA, Lovington, New Mexico.

**Engineer wanted. KOPR, Butte, Montana. Car necessary.**

## Help Wanted (Cont'd)

**Transmitter** engineer wanted to fill immediate opening. Five thousand watt MBS-IMN affiliated. Car necessary. KLO, Ogden, Utah.

**Wanted** — Combination engineer-announcer. First ticket necessary. Send details, availability to Wm. T. Kemp, KVWO, Cheyenne, Wyoming.

**First class** phone operator. No experience required. WCFV, Clifton Forge, Virginia.

**Chief engineer** and two combination engineer-announcers needed for new radio station opening soon. Contact J. W. Jacobs, Jr., WDUN, Gainesville, Georgia.

**Wanted:** Engineer, first phone or combination announcer-engineer with first phone. No car needed. Small town Mutual affiliate. WEKR, Fayetteville, Tennessee.

**First class** engineer. No experience necessary. Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.

**First class** engineer immediately. No experience required. WGEZ, Beloit, Wisconsin.

**Wanted,** combination engineer - announcer plus fulltime announcer, and newsman for NBC affiliate soon under construction. For details write WMAM, Marinette, Wisconsin.

**Immediate openings** — Engineer - announcer with experience and top announcer. Send full details, first letter. WMLT, Dublin, Georgia.

**First class** engineer. No experience required. Car necessary. WNBZ, Saranac Lake, New York.

**Engineer,** first phone. Car required. Permanent. Have TV CP. Start $1.35. Phone D. N. Bowdish, C. E., WPAG, Ann Arbor, Michigan.

**Engineer experienced in station maintenance, studio transmitter and mobile operation. 40-hour week. Salary, cost of living bonus. Position available immediately. Send photo, letter of application and salary expected to WSRS, Cleveland 18, Ohio.**

**First phone; transmitter operator, WSYB, Rutland, Vermont.**

**Engineer** with first class license capable of taking over chief's job in 250 watt network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCO, Waterbury, Connecticut.

**First class** experienced engineer capable of handling directional antenna system, some studio maintenance, car necessary. Write W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

### *Production-Programming, Others*

**Experienced girl** copywriter. Man's pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

**Traffic-copywriter** for 1000 watt independent. Interesting position for thoroughly experienced person who can produce good selling copy and handle traffic—topnotch station. Fine central Kentucky city. Real opportunity. Give full particulars and copy. Box 945R, BROADCASTING • TELECASTING.

**Colorado** — KCOL, Fort Collins, has opening for continuity editor, in complete charge of all commercial copy. Mail complete information and references.

**Local newsman** wanted to cover 50,000 population county. Prefer applicant now in Midwest. WKRS, P. O. Box 500, Waukegan, Illinois.

## Television

### *Salesmen*

**TV salesman** for single station market in Southern California. Send late picture, full background, salary, first letter. Howard L. Chernoff, KFMB, San Diego, California.

## Help Wanted (Cont'd)

*Announcers*

**Announcer-television**—Television experience not essential. Send educational background, photograph and tape. Box 827R, BRADCASTING • TELECASTING.

## Situations Wanted

*Managerial*

**Will trade** 15 years broadcasting experience major metropolitan indies for opportunity general manager or commercial manager with GM future your terms. Successful record time salesman, operations manager, program director tough competitive area. Family man, age 39. Now residing New York area. Will go anywhere right offer. Available January first. Top references. All inquiries confidential. Box 730R, BROADCASTING • TELECASTING.

**Administrative** assistant to PD or manager. Woman, skilled all phases AM and TV. Box 899R, BROADCASTING • TELECASTING.

**My boss** could be the man you're seeking for sales or general manager. He's a ball-of-fire with know-how and experience—all phases radio and TV. Many years in the business, he's a terrific salesman. He sold me seven years ago and I'm still sold on him. Confidentially—he could be had—if you want to proposition me. (his wife). PS: I'm sold on pop, too (junior). Box 911R, BROADCASTING • TELECASTING.

**Manager** now available. More than 20 years radio newspaper. Unequalled record of efficiency and economical operation based on thorough background in sales, programming and the knowledge that successful operation relies on top employee and public relations. West Coast or Northwest preferred but will consider Western area. Personal appointment any place. Will purchase interest or entire station. Box 917R, BROADCASTING • TELECASTING.

**Wisconsin** or Midwestern stations. Reliable manager-program director soon available. Knows programming, sales, promotion, public relations. Respected civic-minded family man. Box 927R, BROADCASTING • TELECASTING.

**Want the plus** profit sales? Broadcasting salesman for 12 years with one station. Now employed. Twenty years in advertising. Prefer West or Southwest but not essential. Earnings high five figures. Box 942R, BROADCASTING • TELECASTING.

**General manager** available immediately. Experienced executive twenty years. Finest references. Radio or TV. Details on request. Box 944R, BROADCASTING • TELECASTING.

**Manager** — Twenty years radio all phases. Available for interview, family man with proven success record. Prefer city with year-round sports program. Paul Roscoe, phone 2-9376, St. Joseph, Missouri.

*Announcers*

**Announcer, veteran.** Light on experience. Some experience over New York stations. Beautiful resonant voice. Disc available. Box 856R, BROADCASTING • TELECASTING.

**Experienced** woman announcer-copywriter available November fifteenth. Versatile background. Box 882R, BROADCASTING • TELECASTING.

**News editor**—250 AM, ready to move up. Solid background in gathering, writing, and editing. Top delivery. Excellent references including present employer. College, 26. Eastern AM-TV preferred. $75.00 minimum. Box 884R, BROADCASTING • TELECASTING.

**Graduate** of broadcasting school interested in locating along Eastern Seaboard. Disc and resume available. State particulars. Box 886R, BROADCASTING • TELECASTING.

**Lady jockey,** name personality, experienced all-round. A driver but a pleasant saleslady-AM or PM show. Can operate controls. Wants nice surroundings. Box 888R, BROADCASTING • TELECASTING.

**Woman broadcaster:** TV and AM; newspaper, publicity background. Best references. Box 898R, BROADCASTING • TELECASTING.

**Chief announcer** in five station market, with first phone. Two years experience, three years show biz background. Family man, veteran, references. Box 903R, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

**Sports announcer,** four years experience in large market, also staff and special events. Available for basketball season. Married, family, twenty seven, college. Desires permanent position. Box 906R, BROADCASTING • TELECASTING.

**Spanish regions,** announcer, university graduate, five years each, radio and Spanish study; desires within six months any station in Spanish area. Can leave U. S. Box 912R, BROADCASTING • TELECASTING.

**Local news** specialist 8 years . . . also announcing-programming. Want larger market, better salary, TV future. Box 915R, BROADCASTING • TELECASTING.

**Announcer**—News, sports, disc, staff. Three years experience. Can operate console, also experience in script and continuity writing. Over two years current employer, desire change. Age 30. Audition, tape and photo on request. Box 918R, BROADCASTING • TELECASTING.

**Announcer,** some experience. Married, once settled will stay put. East only. Box 922R, BROADCASTING • TELECASTING.

**Help!** Uncle Sam releases me January '53. 4 years radio and television direction, programming, announcing. Wife, child, car . . . no job. Help! Box 923R, BROADCASTING • TELECASTING.

**Announcer.** Experienced DJ, news, board operation. Presently employed New York State network affiliate. Veteran. College graduate. Age 24. Prefer Northeast. Box 925R, BROADCASTING • TELECASTING.

**Eastern stations** attention. Experienced news and sports man available. Desires only permanent connection offering excellent opportunity. Inquire. Box 929R, BROADCASTING • TELECASTING.

**Attention Va.-Florida.** Program director, disc jockey, newsman desires responsible position with progressive TV future station. Answer all inquiries. Box 934R, BROADCASTING • TELECASTING.

**Sports announcer** all major sports, eight years experience. Veteran, family man. Present employment five years. Prefer West. Box 941R, BROADCASTING • TELECASTING.

**Announcer, staff** — all phases experiences. Also play-by-play sports. Excellent selling voice. Reliable. Wishes settle small community. Disc available immediately. Accepting telegrams-calls. Dan Baxter, 417 Grand Street, New York, New York. Spring 7-4678.

**Announcer,** control board operator. Experience light. Capable, reliable, draft exempt, desires general staff opening. Specializing sports, play-by-play, prefer small community. Resume, tape, disc on request. Andy Denonn, 169 Columbia Hghts., Brooklyn 2, New York. Main 4-0088.

**Announcer,** versatile, experienced all phases, strong play-by-play; reliable, settle small community. Available immediately. Resume, disc on request. Nat Habib, 79 Sunnyside Avenue, Brooklyn 7, New York. Taylor 7-7408.

**Wherever you go** there's radio. Retired DJ-announcer with three years commercial experience wants return to broadcasting. 28 years old. Available immediately. Jack Little, 3926 Bell Blvd., Bayside, Long Island, New York.

**Announcer-copywriter,** sports, play-by-play specialty, one year experience, prefers permanent Midwest position. Veteran, 26, available immediately. Phone 25. Fritz Van Duyse, Sturgeon Bay, Wisconsin.

**Five well trained** staff announcers, all operate board, do news, etc. Al Powers prefers Southeast; Fred Masser prefers Southeast; John Morgan prefers Pennsylvania; John Rogers formerly with State Department, Virginia or Maryland. Vivian Waters, colored, college, writes copy, traffic and DJ from board. Pathfinders School of Radio, 737 11th Street, N. W., Washington, D. C.

**Topnotch** all sports, basketball, baseball outstanding. All phases announcing. Immediately. 2208 South Fifteenth, Philadelphia, Pennsylvania.

*Technical*

**Combination man**—Plenty experience both. News, commercials, play-by-play, chief engineer or other. Veteran, family, automobile. Dependable man requires good salary. Oklahoma-Arkansas-Texas. Box 644R, BROADCASTING • TELECASTING.

**Engineer** experienced chief maintenance design. Box 794R, BROADCASTING • TELECASTING.

*(Continued on next page)*


*Need Television Equipment in a Hurry?*

**EXTRAORDINARY OPPORTUNITY TO NEGOTIATE FOR EXCELLENT EQUIPMENT AT BARGAIN PRICES**

One new GE Co. type TT-6-D high band TV transmitter, CH. 7-13, 5 kw visual, 2.5 kw aural, complete with:

two complete sets of tubes and crystals, control console and two cabinet racks with complete standard monitoring and control equipment.

One used RCA TT-5-A, low band TV transmitter, CH. 2-6, 5 kw visual, 2.5 kw aural, complete with tubes and some spares, plus a CH. 2 sideband filter.

2000 ft. of new 3-⅛" Communications Products transmission line, 20 ft. sections with all necessary fittings.

One new GE Co. CH. 9 6-bay antenna, type TY-12-A with de-icing equipment, dummy load and 50 kw CH. 9 hybrid diplexer, type PY-16-C.

Two RCA 16 MM TV projectors.

One GE iconoscope camera channel.

Picture and waveform demodulator, GE type TV-21-A.

Visual frequency monitor, type GR-1175-BT.

Visual frequency meter, type GR-1176-A.

Aural station monitor, GE type TV-3-A.

**Write Box 919R, BROADCASTING • TELECASTING**

## Situations Wanted—(Cont'd)

**Highly qualified** engineer seeking permanent position progressive broadcasting or TV station as engineering head. Fifteen years experience all phases of design, construction, management, operation and maintenance. Top salary required. Complete details upon request. Box 823R, BROADCASTING • TELECASTING.

**Combination,** six years experience, first phone versatile announcer. Three years program director. Must return to native Southern California by January first. Married, family, 30 years of age. Box 889R, BROADCASTING • TELECASTING.

**Combo-first phone.** Veteran, experienced. Excellent voice! Northeast. Notice. Box 893R, BROADCASTING • TELECASTING.

**Engineer**—First phone, fifty mile radius New York City. Salary secondary. Box 896R, BROADCASTING • TELECASTING.

**First class** operator wants transmitter work, no announcing. Box 902R, BROADCASTING • TELECASTING.

**12 years experience,** 250 to 5 kw directional, non-directional FM. Some announcing, copywriting. Presently employed chief engineer, 5 kw past two years. Want combination, minimum $350.00 per month. Box 932R, BROADCASTING • TELECASTING.

**Used but still durable** announcer-farm director. Independent, network experience. 30, single. Prefer Northeast. Available 2 weeks notice. Full information on request. Harold Andrews, West Paris, Maine.

**First phone** license seeking permanent position. No experience. Paul Samuel, 218 Maujer Street, Apt. 1288, Brooklyn, New York.

**Transmitter operator.** First license, considerable broadcast experience. Single, move anywhere. References. Please specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

**Engineer,** 25, single, experienced. Engineer or chief, any station through 5 kw. West preferred. No combo. Box 722, YMCA, Erie, Pennsylvania.

*Production-Programming, Others*

**News director** 50 kw station seeks job in market over 100,000. Box 807R, BROADCASTING • TELECASTING.

**Sales-conscious** PD. Experienced: programming, continuity, overall station operation. Excellent references, background. Box 858R, BROADCASTING • TELECASTING.

**Newsman:** Journalism Degree. 3½ years good experience with emphasis on local coverage. Write, air and gather. Currently employed. Wants position with progressive station. Box 869R, BROADCASTING • TELECASTING.

**Copywriter:** Experienced TV and AM; excellent background; best references. Box 897R, BROADCASTING • TELECASTING.

**Radio copywriter** with performer talent wants to write, write, write! 3 years with NY ad agency. Travel anywhere. Box 905R, BROADCASTING • TELECASTING.

## Situations Wanted—(Cont'd)

**Copy-continuity** writer: Prolific, productive, persuasive . . . colorful, compelling, creative . . . imaginative, intelligent, ingenious . . . expert, experienced . . . expensive. Box 914R, BROADCASTING • TELECASTING.

**News,** continuity or copywriter. Five months experience as newswriter for national news publications, also advertising experience. Could do broadcast work. Two years college radio journalism. Ray Griffin, 1515 West Monroe, Chicago 7, Illinois.

# Television

*Managerial*

**Attention** television applicants! Complete key staff of 8 including general manager now available. Combined experience of 107 years. If interested write Box 826R, BROADCASTING • TELECASTING.

*Technical*

**Third phone,** television workshop graduate experience with camera and control room operations, married, 34 years old. Box 916R, BROADCASTING • TELECASTING.

**Engineer:** first class ticket. Graduate of television workshop; trained in all phases of television broadcasting. Veteran. Box 924R, BROADCASTING • TELECASTING.

*Production-Programming, Others*

**TV—Anywhere.** Bright gal with best radio experience, some in theater and TV. College graduate. Currently scripter, key station. Seek opportunity as TV program aide. Box 767R, BROADCASTING • TELECASTING.

**Television** experience: director continuity, programming. Radio background: PD. Unusual ability. Staff, supervisory. Box 859R, BROADCASTING • TELECASTING.

**TV producer-director** seeks change by first of year. Excellent background and references. Now with network-owned station. Guaranteed results all phases programming. Box 921R, BROADCASTING • TELECASTING.

## For Sale

*Stations*

**50% plus** one share in corporation holding 500 watt daytime CP for sale. Building and tower erected. Only station in excellent Southeastern market. Box 909R, BROADCASTING • TELECASTING.

**Southern California** metropolitan FM station. Owner lacks funds for development. Good proposition. Box 933R, BROADCASTING • TELECASTING.

**Western and Midwestern stations.** Independents. Affiliates. All prices. Jack L. Stoll & Associates. 4958 Melrose Avenue, Los Angeles 29, California.

*Equipment, etc.*

**250 watt** General Electric AM transmitter. Operates and looks like new. Has been completely overhauled and refinished. Complete with one set tubes. $2,400.00. Box 808R, BROADCASTING • TELECASTING.

## For Sale—(Cont'd.)

**For sale:** One RCA 50 kw transmitter type 5A-50B. Has been modified to keep abreast of the rigid requirements of the FCC. If in need of a well kept high power radio transmitter, here is your bargain. You make an offer. Your inspection of facility will be welcome. Box 835R, BROADCASTING • TELECASTING.

**Collins** 1 kw AM transmitter. Unconditional component and performance guarantee. Box 890R, BROADCASTING • TELECASTING.

**Will trade** extra Collins 1 kw FM transmitter for used 500-1000 watt AM transmitter. Box 920R, BROADCASTING • TELECASTING.

**Available** approximately December 15th, Gates 250 GY transmitter . . . $1500.00 FOB Phoenix. . . . We will crate. . . . Used three years, excellent condition. KIFN, Phoenix, Arizona.

**Mobile Units.** Complete mobile setups for broadcast stations. RCA, newest type FM units, 152-174 megacycles. Includes AC operated base station, for cueing and talkback and 6 volt DC mobile unit, 15 watts. Everything complete from microphone to antenna and delivered for any frequency you specify. We bought these units from a bankrupt cab company in business for less than a year and modified them for broadcast use. Ideal for stations that do not have a mobile truck or station wagon since they fit easily into a regular passenger car. Everything you need for complete two way mobile operation, $995.00 FOB, Omaha, plus crating. We only have 18 of these units so wire me if you want sets held for you while we acquaint you with further details. Todd Storz, KOWH, Omaha, Nebraska.

**Will sell** at small discount a new RCA TG-1A sync generator complete and a new RCA TK-30A camera chain with studio control and field camera type MI-26010 complete. Contact Frank C. Carman, Radio Station KUTA, Salt Lake City, Utah.

**For sale**—Western Electric 10 kilowatt FM amplifier and power supply. All offers considered. Contact Chief Engineer, WIST, Charlotte, North Carolina.

**For sale:** 200 feet of Andrew type 450 coaxial cable ⅞ x 51.5 ohms. For price and additional information write: A. S. Alexander, WMAM, Marinette, Wisconsin.

**One kw AM** transmitter (used less than one year) type XT-I-A. Model 4XTIAI, console with desk type BC3A GE. 3 kw FM transmitter type BT-3A also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3⅛" coax in good condition. Terms will be considered. North Dakota Broadcasting Company, Box 1712, Minot, North Dakota. Phone 51-161.

## Wanted to Buy

*Equipment, etc.*

**Equipment wanted:** Complete for 1 kw station including a 300 foot tower. Box 833R, BROADCASTING • TELECASTING.

**Wanted to buy:** RCA FM four section standard pylon antenna. RCA or Johnson iso-coupler. 400 feet 1⅝ nominal 50 ohm transmission line. Box 863R, BROADCASTING • TELECASTING.

**Wanted**—Used turntables and pickups; console or consolette, also remote studio transmitter link equipment. Box 895R, BROADCASTING • TELECASTING.

**Wanted**—Collins six-bay FM antenna. Must be side mounting and for 1⅝ inch transmission line. Please state frequency for which tuned in reply to Box 904R, BROADCASTING • TELECASTING.

**Modulation** and frequency monitors wanted for AM station. KFMA Broadcasting Co., 415 Perry Street, Davenport, Iowa.

**Wanted**—5 kw AM transmitter. XEBM, San Luis Potosi, Mexico.

## Miscellaneous

**Have knowledge** and excellent location for a kilowatt station. Financial backer or partner with cash needed. Midwest area. Box 883R, BROADCASTING • TELECASTING.

**FCC first-phone** in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

## Help Wanted

*Technical*

**WANTED**

**ENGINEERS — COMBINATION MEN—ANNOUNCERS**

To fill the personnel needs of our rapidly expanding operation, including newly formed regional network and projected plans for TV. Good pay, modern facilities, forward looking policies, ample security and modern benefits such as hospitalization insurance.

We hire only competent people who are interested in permanency. Send all pertinent data including photo, audition, references, salary expectations, etc., to Rex G. Howell, President, Western Slope Broadcasting Company, in Grand Junction, Colorado.

*Production-Programming, Others*

**WIDE OPEN for a SMART SALES DIRECTOR**

Salary plus commissions will easily earn five figures during first year for right man with a radio station that's going places. Send your name, address and one page summary to Box 935R, BROADCASTING • TELECASTING.

## Situations Wanted

*Managerial*

**TEAMWORK** produces **RESULTS** and **REVENUE**

**!!! THINK !!!**

I'm General Manager of a successful, NEW, AM-FM Indie in a 3-station city.

I'm Commercial Manager of the station.

If YOUR station needs MORE REVENUE . . . BETTER PROGRAMMING . . . GENERAL IMPROVEMENT

WE are interested in being the Manager-Comm. Manager TEAM of YOUR operation.

WE will consider Comm. Mgr.-Account Exe. positions with TV Station having plans for an Executive type Commercial Department.

NO HURRY! Require 30 to 60 days-present employer. Interviews . . . at your expense. All inquiries confidential . . . Box 908R, BROADCASTING • TELECASTING.

*GENERAL SALES MANAGER*
TELEVISION RADIO

Now employed, desires change immediately. Excellent references, young, aggressive, family man. Neat appearance, neat mind. Knows basic principles and details. Ten years radio . . . three TV. Desire position as manager or sales manager.

Reply Box 930R, BROADCASTING • TELECASTING

# Television

*Managerial*

Thoroughly experienced and successful TV executive with complete broadcasting and motion picture background desires profit-sharing percentage arrangement with aggressive TV station or AM planning TV in city of one million or less. Box 892R, BROADCASTING • TELECASTING.

**Central Midwest**

***$75,000.00***

This radio property has not been permitted to develop due to constant disagreement among the absentee owners and the owners in the area but none of them in management—it has drifted along on a little more than a break-even basis. Properly established in one of the richest corn centers of the Midwest—$75,000.00. Some financing.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn | Ray V. Hamilton | Lester M. Smith |
| Washington Bldg. | Tribune Tower | 235 Montgomery St. |
| Sterling 4341-2 | Delaware 7-2755-6 | Exbrook 2-5672 |

XUM

Situations Wanted (Cont'd)

*AVAILABLE SOON...*
**Television Manager**

Years of successful management of outstanding radio station. Past year manager of highly profitable television station. Can bring to new station proven programming and sales techniques that will pay off. Excellent references. Interview on request. Box 913R, BROADCASTING • TELECASTING.

**PRODUCTION AND PROGRAM MANAGER**

**NOW WITH ONE OF BEST TV STATIONS IN THE NATION!**

♦

**Present programs are attracting favorable, nation-wide attention. Add imagination, writing ability, originality, to organizational ability and you have the reason for 100 first-class local presentations each week. Need to change because of climate. Salary secondary. Write Box 931R, BROADCASTING • TELECASTING.**

♦

*Technical*

TECHNICAL DIRECTOR
*CHIEF ENGINEER AM-FM-TV*

**20 Years Experience**

**Interested Primarily in TV**

**Know TV layouts. Experienced with hearings before FCC, also all phases design, construction, operation and maintenance from 250 watt to clear channel station, including directional antennas. Experienced in handling union staff. Box 894R, BROADCASTING • TELECASTING.**

For Sale

*Equipment, etc.*

**FOR SALE:**

**250 WATT MUTUAL STATION in the most beautiful town in the Southeast. Best buy! Here's why!**

1. Price $40,000.
2. Gross sales this year, $50,000.
3. Market, 50,000 . . . No TV competition.
4. Studios in two towns, both over 5,000 population, only station in county.
5. Retail sales, app. $30,000.
6. Retail outlets . . . 180.
7. Industry: Textile, Furniture, Paper, Leather.
8. Agriculture: tobacco, cattle, apples.
9. Highest average weekly wage per capita in state.
10. Good staff. Plenty prestige. It's yours for $40,000.

BOX 901R,
BROADCASTING • TELECASTING

Miscellaneous

*WHO PAINTED WBTV's 562 FOOT TOWER?*
**J. M. HAMILTON & CO.**
PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN
YEARS OF EXPERIENCE
Box 2432 Gastonia, N. C.
1736 Columbia Rd., N. W., Wash., D. C.

## Film Report

*(Continued from page 94)*

telecast last May, featured Bertrand Russell.

* * *

WPIX (TV) New York announced last week that its *First Show* program, full-length film on a five-times-a-week schedule, had compiled a 32.5 average cumulative weekly Pulse rating. Shown from 7:30-9 p.m. EST weekdays, the program presents widely-acclaimed films. New feature begins each Wednesday.

* * *

**J. Armstrong & Co.**, New York, offering new series of syndicated television commercials for banks titled *Bank Synda-Kit.*

* * *

**Arrow Productions Inc.**, Hollywood, moved to new quarters at Eagle-Lion Studios last Saturday.

* * *

**Screen Televideo Productions**, Hollywood, has moved to RKO-Pathe Studios, Culver City.

### Film People . . .

**Les Goodwin**, motion picture director, to **Golden Key Trust Productions**, Hollywood, to serve in same capacity on NBC-TV's *My Hero.* Film series, starring **Robert Cummings**, starts Nov. 8 for **Philip Morris & Co.** (Dunhill cigarettes). Agency is **Biow Co.**

* * *

**George T. Shupert**, vice president of **Peerless Television Productions**, New York, has resigned effective Nov. 15. While his future plans are not definite, Mr. Shupert will remain in the TV syndication field.

* * *

**Renzo Cesana** ("The Continental") has been signed by **Dynamic Films Inc.**, New York, for a series of 104 film programs. Production has started in New York.

* * *

**Vernon Clark**, motion picture producer and more recently released from active duty with the Air Force, has been named general manager of **California Studios**, Hollywood. Plan calls for a heavy schedule of TV film and motion picture production.

* * *

**Rosemarie Hickson**, motion picture editor of Caravel Productions, New York, to **Sterling Television Co.**, same city, as supervisor of TV film production department.

* * *

**Kingman Moore**, NBC-TV Hollywood director, to **Revue Productions**, North Hollywood, in same capacity. He succeeds **George Cahan**, who moves to CBS-TV's *My Friend Irma* as director, replacing **Richard Whorf.** Mr. Whorf returns to New York as star of the new Broadway play, "A Burglar in the House."

* * *

**Marc Daniels**, director on CBS-TV's *I Love Lucy* during 1951-52 season, to NBC-TV's *I Married Joan* in same capacity. He succeeds **Hal Walker** who will fulfill motion picture commitments.

* * *

**Frank Wisbar**, producer-director, NBC-TV's *Fireside Theatre* for **Procter & Gamble**, will personally introduce each film instead of the program star.

* * *

**Frank Capra**, who is set to produce and direct hour-long science documentary TV film series for **American Telephone & Telegraph Co.** [B•T, Oct. 27], will retain all foreign rights to the films. First program, "The Sun," is in pre-production.

Employment Service

**EXECUTIVE PLACEMENT SERVICE**

We have selected General Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
*TV & Radio Management Consultants*
708 Bond Bldg., Washington 5, D. C.

## 'GOOD MUSIC'
### WITH-FM Airs WGMS Shows

BALTIMORE listeners of WGMS-FM Washington were surprised last week to hear a WGMS announcer suggest that they switch their dials to WITH-FM Baltimore.

WGMS last Wednesday began an arrangement with WITH-FM whereby the Baltimore station will receive WGMS programs by direct FM relay. Announcement of the arrangement was made jointly by Tom Tinsley, WITH president, and M. Robert Rogers, general manager, WGMS-AM-FM.

Heretofore, WITH-FM simply duplicated programs of its AM affiliate, WITH, in the 3-9 p.m. period. Now, WITH-FM operates from 11 a.m. to midnight.

Mr. Rogers said that more than 10% of the subscribers to WGMS' monthly program publication lived in the Baltimore area. WGMS commercials will be blocked out on WITH-FM and Baltimore commercials substituted.

WGMS is the key station of a Good Music Network which has affilates in Philadelphia, New York, New Haven and Hartford. Mr. Rogers said the addition of the Baltimore outlet brings into being a Good Music Network operation which covers homes from Portland, Me., to almost as far south as Richmond.

## WFLN (FM) Growth

WFLN (FM) Philadelphia extended operations Nov. 1 to 7 a.m.-midnight, according to Raymond S. Green, general manager. Formerly the station had gone on the air at noon. The FM-only outlet will continue to program good music, news and special cultural features, Mr. Green said.

## D. C. BUDGET
### Will Ask Funds for TV

AN indication of Congress' attitude toward educational TV should be forthcoming early next year when the District of Columbia supplemental 1953 appropriation request contains an item for $400,000 to build and operate an educational TV station in the nation's capital.

The Washington Board of Education filed an application for educational uhf Ch. 26 last week. Application asked for 200 kw radiated power, proposed to spend $271,794 in construction and $100,000 for first year of operation.

Filing of the application was approved, following several meetings of educational groups in Washington in the past few months [B•T, Oct. 20]. The Washington school board application indicated that participation would be open to all educational and cultural organizations in the greater Washington area. This includes northern Virginia and part of Maryland.

At the same time that the Washington school board took its action, approving the filing of a TV application, the District of Columbia commissioners announced that they would include $400,000 in the supplemental budget for the construction of the station and for operating expenses for the first year. Appropriations for all activities of the D. C. government are made annually by Congress.

## BILL WOOD HONORED
### At State Dept. Ceremony

WILLIAM A. WOOD, director of TV news and special events at CBS Washington, was honored as a former State Dept. employe last Friday for furthering "understanding of U. S. foreign policy immeasurably through . . . radio and television," in planning coverage of the Japanese Peace Conference last year.

Mr. Wood, a member of the department from 1946 to 1952, and more than 190 State Dept. employes, were honored by Secretary of State Dean Acheson for outstanding performance, at the Fourth Annual Honor Awards Ceremony in Washington.

Among other recipients of awards were two ex-broadcasters —Jean W. Seymour, former chief engineer at KSAL Salina, Kan., and assistant monitoring officer at FCC, and Fred G. Taylor, formerly with KSL Salt Lake City.

## Kendall to ODM

APPOINTMENT of Charles H. Kendall as general counsel of the Office of Defense Mobilization was announced Oct. 20 by defense mobilizer Henry H. Fowler. Mr. Kendall has been general counsel of Defense Production Administration for the past 19 months, a post which he retains.

# in public service . . .

KWNO-AM-FM Winona, Minn., has received national Community Service Award for "outstanding radio service" to the city of Winona last April during the flood. Award was presented by the Neville-Lien Post of the Veterans of Foreign Wars. An accompanying letter to M. H. White, KWNO president, said "KWNO was the single most influential weapon in the hands of city officials in their highly successful efforts to avoid public hysteria on the one hand while presenting at all times an accurate picture of flood danger."

* * *

**WALK Trips Stork**

WALK-AM-FM Patchogue, Long Island, N. Y., was instrumental in bringing together a maternity patient and her physician when both feared they would lose the race with the stork. The patient felt birth was imminent but the doctor was spending a few hours out on a boat. WALK heard of the emergency, interrupted a program to ask the physician—if he happened to be listening—to get in touch with his office immediately. The *Main Street Press* commented that "in less time than it takes a brand-new father to fold a diaper, the doctor reached shore, made the call and outraced the impatient stork."

* * *

**Radio Aids Unfortunate**

FURTHER proof that a radio appeal is a key which often unlocks the hearts of the public was demonstrated by WITH-AM-FM Baltimore's *All Night Show*, starring Mitch Reed. One feature of the show is called "Party Line" during which listeners phone in complaints, appeals, etc. A listener told of an invalid who seemed to have had more than his share of setbacks. Listeners responded with money, notes of cheer and—a television set.

* * *

**Community Chest Marathon**

FLOYD OTTOWAY, WSYR Syracuse staff announcer, conducted a 30-hour marathon from the display window of a department store to spur donations to the Community Chest. WSYR was on the air throughout one night with Mr. Ottoway broadcasting. Throughout the 30 hours, prominent Syracusans were guests of Mr. Ottoway and aired appeal for the civic campaign. Meals were served in the window and a local barber dropped in to shave Mr. Ottoway. His marathon stint won the praise and gratitude of Syracuse.

* * *

**WTMJ-TV Chest-Cast**

A 90-minute local video show replaced Milwaukee's downtown parade as the kickoff feature of the city's 1952 Community Chest campaign. Many entertainers, most Milwaukee-born, took part in the WTMJ-TV telecast. Station's Lewis and Alan Beaumont directed the telecast.

* * *

**WKEI Sets Record**

FEW DAYS after WKEI Kewanee, Ill., went on the air [B•T, Sept. 22] the station took part in a Red Cross blood donations drive and obtained 361 pledges, with 324 showing up at the bloodmobile and 284 actually donating a pint of blood each to exceed the quota of 174 pints, which, according to WKEI President E. D. Scandrett, has never been met previously with newspaper promotion. Mr. Scandrett said the donations established a 14-state record.

* * *

**WPIC Political Service**

WPIC Sharon, Pa., as a public service, made series of quarter-hours available without charge to local political organizations to present their views on tomorrow's election.

* * *

**KFAB Tells Public**

KFAB saw fit to broadcast a story which other Omaha media were careful not to touch, according to the station. But the broadcast of the story—that overcrowding and lack of sanitation facilities in a South Omaha parochial school were responsible for an outbreak of yellow jaundice—earned plaudits from parents organizations, the superintendent of parochial schools in Omaha, and the city-county health director. As a result of KFAB's publicity, the school was closed for necessary repairs, station reported.

* * *

**KYW Aids Emergency**

KYW Philadelphia has received a letter from the medical director of Hahnemann Hospital, that city, thanking the station for helping to fill a patient's urgent need for a rare type of blood. Only 3-4% of the population reportedly has rare O-Rh negative blood. Yet within an hour after the emergency appeal went out over KYW, about 100 persons with that type of blood contacted the hospital.

* * *

**WOC Aids Destitute**

SINGLE broadcast on WOC Davenport, Iowa, brought a destitute family a complete living room suite, kitchen furniture, a bed, washing machine and other household equipment and clothing. A family of eight, from nearby Argo, Iowa, was left homeless by fire. WOC made a single appeal on its Saturday morning program, *Free For All*, and the contributions began pouring in.

* * *

**WFMY (TV) Plasmathon**

WFMY (TV) Greensboro, N. C., has celebrated its third anniversary by presenting *The Plasmathon*, a three-hour show designed to stimulate blood donations from area listeners. Aim was to get a gallon of blood for every week the station has been on the air. Arthur C. Stringer, WFMY promotion manager, said the *Plasmathon* turned out to be a big success and drew considerable favorable comment throughout the area.

* * *

**KYA Aids Charity**

KYA San Francisco has been credited with helping the United Crusade, a new combined charity, to a good start Oct. 6 through its assistance in presenting a variety show from the Emporium department store there. Ed Sullivan flew from New York to m. c. the program, which attracted an estimated 10,000 spectators.

* * *

**Emergency Appeal**

AN EMERGENCY appeal by Ernie Kovacs on his *Kovacs Unlimited* program on WCBS-TV New York was credited by a spokesman for King's County Hospital in Brooklyn last week as having given "exceedingly great help" in saving the life of a patient suffering from a blood disease.

* * *

**WAGM-Rotary Auction**

ANNUAL Rotary Club radio auction on WAGM Presque Isle, Me., will be held Nov. 25-27. Goods donated by firms and individuals in that city since Aug. 25 will be auctioned and proceeds will be used for equipment for Presque Isle General Hospital. Auctions in the past four years have brought in $61,000 for the hospital.

## Canadian Set Sales

NEW records are being set each month in sales of TV receivers by Canadian manufacturers. A high of 19,241 sets valued at $8,629,781 was reached in September, according to figures released by the Radio-TV Mfrs. Assn. of Canada. In August, 12,790 sets were sold and in September 1951 a total of 3,286 sets. 55,534 sets have been sold in Canada in 1952, valued at $32,016,000, of which 40% are in the Toronto area, and 24% in the Montreal area. A total of 148,647 sets, valued at $69,530,000, have been sold in Canada.

## COURT BROADCAST
### WSMI Airs Final Arguments

WSMI Litchfield, Ill., aired the final arguments of both defendant and prosecutor in a murder trial of considerable interest in that area.

Anton Nowak, former mayor of nearby Panama, Ill., went on trial for the murder of an elderly couple. Since Panama is within range of WSMI, the station gave the case full coverage.

Jack D. Funk, WSMI director of news & special events, obtained permission from the attorneys and the judge to broadcast the final arguments. The *Montgomery News*, in nearby Hillsboro, Ill., called the broadcasts "unique in court history in this county . . ."


**MOST POWERFUL—MOST POPULAR**

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ **With Listeners**

★ **With Local Advertisers**

**POWER + PUNCH = RESULTS**

*first with the finest DAY AND NIGHT*

**Weed & Co.** *representatives*

**KLIX IS KLICKIN'**

# FCC roundup

*New Grants, Transfers, Changes, Applications*

## box score

SUMMARY THROUGH OCTOBER 30

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| AM Stations | 2,358 | 2,340 | 146 | 299 | 177 |
| FM Stations | 622 | 579 | 73 | 22 | 5 |
| TV Stations | 111 | 98 | 102 | 897* | 243 |

* Filed since April 14, of which 92 have been granted.

For Television Grants and Applications, see page 72.

## Docket Actions . . .

### REPORT AND ORDER

**Standard Broadcast Band**—FCC finalized rule-making adding 540 kc to AM broadcast band. The standard broadcast band for use in the U. S. is now specified at 535 kc to 1605 kc, in lieu of 550 kc to 1600 kc. Use of additional channel will be subject to "harmful interference" provisions of frequency allocation rules. U. S. Class II stations will recognize the priority of use on the 540 kc channel given to Canada under provisions of the pending North American Regional Broadcasting Agreement. FCC rules and standards are amended accordingly, effective 30 days after publication in *Federal Register*. Report and order Oct. 23.

### MEMORANDUM OPINIONS AND ORDERS

**Rebroadcasting Rules**—FCC rescinded provision in its report and order of May 14 [At Deadline, B•T, May 19], which would have required broadcast stations to report instances of refusal of grant permission to other broadcasters to rebroadcast programs, but affirmed Sec. 325(a) of Communications Act relating to rebroadcasting. Simultaneously, FCC denied petition by Gordon Brown, WSAY Rochester, N. Y., requesting investigation of alleged conspiracy to restrain rebroadcasting [B•T, Oct. 27]. Memorandum opinion and order Oct. 30.

**Oakland, Calif.—KROW Inc.** FCC denied petition which requested Commission (1) to reconsider its action in Sixth Report & Order [B•T, April 14], with regard to vhf television channel assignments in San Francisco-Oakland; and (2) to reconsider its action in removing petitioner's application for new TV station in Oakland from hearing docket, and to restore its application to hearing status. Memorandum opinion and order Oct. 24.

**Owensboro, Ky.—Owensboro On The Air Inc.** FCC denied petition which requested waiver of one-year rule (Sec. 3.609 of rules), and amend table of TV assignments to assign vhf Ch. 9 to Hatfield, Ind. Memorandum opinion and order Oct. 24.

**Irwin, Pa.**—FCC adopted memorandum opinion and order, effective 30 days after publication in *Federal Register*, finalizing proposed rule-making issued Sept. 2 [B•T, Sept. 8], amending Sec. 3.606 of rules to assign vhf Ch. 4 to Irwin. FCC also adopted memorandum opinion and order dismissing petition by Matta Bcstg. Co., Braddock, Pa., requesting FCC to assign vhf Ch. 4 to Braddock. Action Oct. 24.

**Madison, Wis.—Radio Wisconsin Inc.** FCC denied second petition requesting further reconsideration of Commission's action of Sept. 22 [B•T, Sept. 29], which denied Radio Wisconsin's request that vhf Ch. 3 now assigned to Madison for commercial operation be designated for noncommercial educational use and that uhf Ch. *21 reserved for noncommercial educational operation be made commercial. (Comrs. Walker and Hennock dissented.) Memorandum opinion and order Oct. 30.

### ACTIONS

**Princeton, Ind. — M. R. Lankford.** FCC adopted proposal looking towards amendment of Sec. 3.606 of table of TV assignments to assign uhf Ch. 52 to Princeton. Comments will be accepted by FCC up to Dec. 2. Notice of proposed rule-making Oct. 24.

**Washington, D. C.—Harry S. Barger and Henry Stratton.** FCC dismissed petitions which sought permission to intervene or join in petition of Transit Riders Assn. Inc.

## Non-Docket Actions . . .

### AM GRANTS

**Geneva, Ala.—Geneva County Reaper.** Granted 1150 kc, 1 kw daytime, antenna 215 ft.; engineering condition. Estimated construction cost $25,000, first year operating cost $30,000, revenue $36,000. Principals include equal (⅓) partners **C. W. Scott, H. G. Scott** and **A. N. Scott**, publishers of *The Geneva County Reaper* (weekly newspaper). Post office address is % Orson Spivey, % *The Geneva County Reaper*, Geneva, Ala. Filed Feb. 11, 1952; granted Oct. 24, 1952.

**Homewood, Ala. — Voice of Homewood.** Granted 1320 kc, 1 kw daytime, antenna 210 ft.; engineering condition. Estimated construction cost $14,500, first year operating cost $21,500, revenue $29,000. Principals include **Emory M. McElroy** (⅔), owner of McElroy Motor Co., Birmingham, and **Dorsey E. Newman** (⅓), English and speech instructor at Shades Valley High School, Homewood. Post office address is % D. E. Newman, 3022 Prince St., Birmingham, Ala. Filed Jan. 20, 1951, and amended May 2, July 25 and Aug. 20, 1952; granted Oct. 24, 1952.

**Benton, Ark.—Benton Bcstg. Service.** Granted 690 kc, 250 w daytime, antenna 280 ft.; engineering condition. Estimated construction cost $8,700, first year operating cost $30,000, revenue $40,000. Principals include partners **W. Richard Tuck Jr.** (25%), general manager of KVMA Magnolia, Ark.; **Claude Lavelle Langely** (25%), commercial manager of KVMA; **Roy Morris Fish** (25%), partner in Springhill, La., law firm of Bolin, Lowe & Fish, and **James B. Branch Jr.** (25%), sales manager of Branch Bros. Motor Co., Springhill, and owner of Dixie Queen ice cream. Post office address is % W. Richard Tuck Jr., 911 West Main, Magnolia, Ark. Filed Nov. 13, 1951; granted Oct. 24, 1952.

**Fort Walton, Fla. — Vacationland Bcstg. Co.** Granted 1260 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost $18,750, first year operating cost $30,000, revenue $36,000. Principals include President **George E. Mead** (31%), chief engineer and 10% owner of WBSR Pensacola, Fla.; Vice President and General Manager **Boris Mitchell** (31%), wood Springs, Col.; WSOY Decatur, Ill.; KCKN Kansas City, Kan.; WLAV Grand Rapids, Mich.; KIHR Hood River, Ore.; KPDN Pampa, Tex.; WAYS-FM Charlotte, N. C.; WJPA-FM Washington, Pa.; KGBX St. Joseph, Mo.

(Continued on page 109)


WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

*Roy F. Thompson*

Represented by
Robert Meeker Associates


## FCC Actions

(Continued from page 101)

### TENDERED FOR FILING

**Change Studio Location**

**KDON Palm Beach, Calif.**—Mod. license, to change studio location from Palm Beach to Salinas, Calif.

## October 30 Decisions . . .

### ACCEPTED FOR FILING

**AM—630 kc**

**KGPH Flagstaff, Ariz.**—CP to change from 1230 kc, 250 w to 630 kc, 250 w-N 1 kw-D. AMENDED to change frequency from 630 to 690 kc; change power from 250 w-N 1 kw-D to 500 w-N 1 kw-D employing DA-N.

**Renewal of License**

Following stations request renewal of license:

**WGWC Selma, Ala.; WTYS Marianna, Fla.; KILA Hilo, Hawaii; KVOX Moorhead, Minn.; KFSB Joplin, Mo.; KFRM Kansas City, Mo.; WAIR Winston-Salem, N. C.; WFBG Altoona, Pa.**

### TENDERED FOR FILING

**AM—1260 kc**

**WNXT Portsmouth, Ohio** — CP to change from 1 kw-D to 5 kw-D.

## October 30 Decisions . . .

### BY COMMISSION EN BANC

**AM—1290 kc**

**KINY Juneau, Alaska**—Granted CP to change frequency from 1460 kc to 1290 kc, engineering conditions, including provision that program tests will not be authorized until KFRB Fairbanks has commenced program tests on 790 kc and KINY will not be licensed on 1290 kc until KFRB is licensed on 790 kc.

**AM—1340 kc**

**KSID Sidney, Neb.**—Granted mod. CP to change frequency from 1540 kc to 1340 kc and operation from D to unl., using present power of 250 w.

**Advised of Hearing**

**Tallassee Bcstg. Co., Tallassee, Ala.**—Is being advised that application for new AM on 910 kc, 1 kw, indicates necessity of hearing because of interference with WCOC Meridian, Miss., and from WGAF Valdosta, Ga.

**Madera Bcstg. Co., Inc., Madera, Calif.**—Is being advised that application for new AM on 1230 kc, 100 w unl., indicates necessity of hearing because of interference to KWG Stockton, KERO Bakersfield, and KRDU Dinuba, Calif.

**KNED McAlester, Okla.**—Is being advised that application to change facilities from D to unl. with 1 kw day, 500 w N, on 1150 kc, and install DA indicates necessity of hearing because of nighttime interference from KXLR North Little Rock, Ark., and KSAL Salina, Kan.

**WJLS Beckley, W. Va.; WJAC Inc., Meyersdale, Pa.**—Are being advised that applications for co-channel operation indicates necessity of hearing because of interference. WJLS requests CP to increase D power from 1 kw to 5 kw, operating on 560 kc with 500 w N, and would cause interference to WJAC Inc., applicant for new station on 560 kc, 500 w D; WJAC Inc., would also receive interference from WFIL Philadelphia, as well as from WJLS Beckley.

**WHUN Huntingdon, Pa.**—Is being advised that application for CP to install top loading on existing ant. tower and improve ant. ground system, indicates necessity of hearing because of interference to WJAC Johnstown, Pa.

**Remain Silent**

**WGNR New Rochelle, N. Y.**—Granted authority for additional period of 60 days from Oct. 22, 1952, to remain silent pending conclusion of financial reorganization. Station not to resume broadcasting without Commission approval if control is transferred.

**Petition Granted**

**KSOX Harlingen, Tex.**—Granted petition for continuance to Dec. 1, 1952, of oral argument on petitions of WCKY Cincinnati, and KFBK Sacramento, involving Commission's action of Nov. 14, 1951 granting nondirectional operation of KSOX.

**Request Denied**

**WEEB Southern Pines, N. C.**—Denied request for waiver of sec. 1.324(b) in which permission was sought for acceptance of application for special temporary authorization to operate WEEB beyond time specified in license for purpose of broadcasting election returns on Nov. 4 and 5, 1952.

**WFRO Fremont, Ohio**—Denied request for waiver of sec. 1.324(b) in which permission was sought for acceptance of application for special temporary authorization to operate WFRO beyond time specified in license for purpose of broadcasting election programs and returns on Nov. 1 through 4, 1952.

**Extension of Authority**

**Burns Ave. Baptist Church, Detroit, Mich.**—Granted application for extension of authority to transmit religious programs to station CKLW Windsor, Ontario, Canada.

**Extension of SSA**

Commission extended SSA to following stations on temporary basis for period ending Dec. 1, 1952, pending action on formal applications:

**KFAR Fairbanks, Alaska,** for use of 660 kc, 10 kw, unl.; **WNYC New York City,** for use of 830 kc, 1 kw, to operate additional hours from 6 a.m., EST, to sunrise New York City, and from sunset Minneapolis to 10 p.m., EST; **KWBU Corpus Christi, Tex.,** for use of 1030 kc, 50 kw, from local sunrise at Boston to local sunset at Corpus Christi; and **WOI Ames, Iowa,** for use of 640 kc, 1 kw, from 6 a.m. to local sunrise, CST.

**Reinstatement of CP**

**KSWB Yuma, Ariz.**—Granted application for reinstatement of expired CP for new station on 1240 kc, 250 w unl., with specification that construction be completed by Dec. 1, 1952.

Jackson is the hub for fifty-three Mississippi producing oil and gas fields. This important oil industry helps to create a prosperous mid-Mississippi market. You can get your share of this market by using popular WJDX.

# The New Grantees' Commencement Target Dates

HERE are the 92 post-thaw TV grantees, as of last Friday, and the dates on which they expect to commence operation. Channels authorized, as well as network affiliation and national representative where signed, are also given.

LISTED BY CITY ALPHABET

| Call | City and State | Ch. | Date Granted | Commencement Date | Network | Rep. |
|---|---|---|---|---|---|---|
| WAKR-TV | Akron, Ohio | 49 | Sept. 4 | Late 1952 | ..... | Weed |
| WRTV (TV) | Albany, N. Y. | *17 | July 24 | Unknown | ..... | ..... |
| KFDA-TV | Amarillo, Tex. | 10 | Oct. 16 | Unknown | ..... | Branham |
| KGNC-TV | Amarillo, Tex. | 4 | Oct. 9 | March-April | ..... | Taylor |
| WPAG-TV | Ann Arbor, Mich. | 20 | Sept. 25 | April | ..... | McGillvra |
| WCEE (TV) | Asbury Park, N. J. | 58 | Oct. 2 | Late 1953 | ..... | ..... |
| WISE-TV | Asheville, N. C. | 62 | Oct. 30 | Unknown | ..... | ..... |
| WPTV (TV) | Ashland, Ky. | 59 | Aug. 14 | Unknown | ..... | ..... |
| WFPG-TV | Atlantic City, N. J. | 46 | Oct. 30 | Dec. 20 | ..... | Pearson |
| KCTV (TV) | Austin, Tex. | 18 | July 11 | Unknown | ..... | ..... |
| KTBC-TV | Austin, Tex. | 7 | July 11 | Nov. 15 | CBS | Taylor |
| KTVA (TV) | Austin, Tex. | 24 | Aug. 21 | Unknown | ..... | ..... |
| WAFB-TV | Baton Rouge, La. | 28 | Aug. 14 | Late 1952 | CBS | Adam Young |
| Booth Radio & Television Stations Inc., | Battle Creek, Mich. | 64 | Oct. 30 | Unknown | ..... | ..... |
| Associated Broadcasters Inc., | Bethlehem, Pa. | 51 | Oct. 30 | Unknown | ..... | ..... |
| WQTV (TV) | Binghamton, N. Y. | *46 | Aug. 14 | Unknown | ..... | ..... |
| WICC-TV | Bridgeport, Conn. | 43 | July 11 | Jan. 1 | ..... | Petry |
| WSJL (TV) | Bridgeport, Conn. | 49 | Aug. 14 | Unknown | ..... | ..... |
| WTVF (TV) | Buffalo N. Y. | *23 | July 24 | Unknown | ..... | ..... |
| WCSC-TV | Charleston S. C. | 5 | Oct. 30 | Unknown | ..... | ..... |
| WOUC (TV) | Chattanooga, Tenn. | 49 | Aug. 21 | Unknown | ..... | McGillvra |
| WTVT (TV) | Chattanooga, Tenn. | 43 | Aug. 21 | Unknown | ..... | ..... |
| WCOS-TV | Columbia, S. C. | 25 | Sept. 18 | March | ..... | Headley-Reed |
| WNOK-TV | Columbia, S. C. | 67 | Sept. 18 | Jan. 1 | CBS | Forjoe |
| KBTV (TV) | Denver, Col. | 9 | July 11 | On Air (Oct. 2) | CBS, ABC | Free & Peters |
| KDEN (TV) | Denver, Col. | 20 | July 11 | Dec. 17 | ..... | ..... |
| KFEL-TV | Denver, Col. | 2 | July 11 | On Air (July 18) | NBC, DuMont | Blair |
| Mountain States TV Co., | Denver | 26 | Sept. 18 | Unknown | ..... | ..... |
| Great Plains Television Properties Inc., | Duluth, Minn. | 38 | Oct. 24 | Unknown | ..... | ..... |
| WKAR-TV | East Lansing, Mich. | 60 | Oct. 16 | Mid 1953 | ..... | ..... |
| KEPO-TV | El Paso, Tex. | 13 | Oct. 24 | Unknown | ..... | ..... |
| KROD-TV | El Paso, Tex. | 4 | July 31 | Jan. 1 | ..... | Taylor |
| KTSM-TV | El Paso, Tex. | 9 | Aug. 14 | Jan. 1 | ..... | Hollingbery |
| WSEE-TV | Fall River, Mass. | 46 | Sept. 14 | May | ..... | ..... |
| WCTV (TV) | Flint, Mich. | 28 | July 11 | Early 1953 | ..... | ..... |
| WFTL-TV | Fort Lauderdale, Fla. | 23 | July 31 | March 1 | ..... | Sears & Ayer |
| WITV (TV) | Fort Lauderdale, Fla. | 17 | July 31 | Unknown | ..... | ..... |
| WFMD-TV | Frederick, Md. | 62 | Oct. 24 | Unknown | ..... | ..... |
| KMJ-TV | Fresno, Calif | 24 | Sept. 18 | Unknown | ..... | Raymer |
| WHP-TV | Harrisburg, Pa. | 55 | Sept. 25 | May | ..... | Bolling |
| WHYN-TV | Holyoke, Mass. | 55 | July 11 | Late 1952 | ..... | ..... |
| KGMB-TV | Honolulu, T. H. | 9 | Aug. 7 | Dec. 1 | ABC | Free & Peters |
| Radio Honolulu Ltd., | Honolulu, T. H. | 11 | Oct. 24 | Unknown | ..... | ..... |
| KUHT (TV) | Houston, Tex. | *8 | Aug. 21 | Unknown | ..... | ..... |
| WJTV (TV) | Jackson, Miss. | 25 | Sept. 11 | Dec. 25 | ..... | Katz |
| KFOR-TV | Lincoln, Neb. | 10 | Oct. 16 | Jan. 1 | ..... | Petry |
| KOLN-TV | Lincoln, Neb. | 12 | Oct. 2 | Feb. 1 | ..... | Pearson |
| KRTV (TV) | Little Rock, Ark. | 17 | Sept. 18 | April 15 | ..... | Pearson |
| Great Plains Television Properties Inc., | Little Rock, Ark. | 23 | Oct. 30 | Unknown | ..... | ..... |
| U. of Southern California, | Los Angeles | *28 | Aug. 28 | Unknown | ..... | ..... |
| KCBD-TV | Lubbock, Tex. | 11 | Oct. 9 | March | ..... | Pearson |
| KDUB-TV | Lubbock, Tex. | 13 | Oct. 9 | Nov. 4 | CBS, DuMont | Avery-Knodel |
| KSAC-TV | Manhattan, Kan. | *8 | July 24 | Unknown | ..... | ..... |
| WMAC (TV) | Massilon, Ohio | 23 | Sept. 4 | Feb. 1 | ..... | ..... |
| WKAB-TV | Mobile, Ala. | 48 | Aug. 7 | Dec. 25 | ..... | Forjoe |
| WCOV-TV | Montgomery, Ala. | 20 | Sept. 18 | March 1 | ..... | Taylor |
| WLBC-TV | Muncie, Ind. | 49 | Oct. 30 | Unknown | ..... | ..... |
| WNBH-TV | New Bedford, Mass. | 28 | July 11 | Unknown | ..... | Walker |
| WKNB-TV | New Britain, Conn. | 30 | July 11 | Early 1953 | ..... | Best |
| WKST-TV | New Castle, Pa. | 45 | Sept. 4 | Late 1952 | ..... | Meeker |
| WGTV (TV) | New York City | *25 | Aug. 14 | Unknown | ..... | ..... |
| WEEK-TV | Peoria, Ill. | 43 | Aug. 28 | January | ..... | Headley-Reed |
| KPTV (TV) | Portland, Ore. | 27 | July 11 | On Air (Sept. 19) | NBC | NBC Spot Sales |
| KCSJ-TV | Pueblo, Col. | 5 | Oct. 30 | Unknown | ..... | ..... |
| Sir Walter Television & Bcstg. Co., | Raleigh, N. C. | 28 | Oct. 16 | Unknown | ..... | ..... |
| WROH (TV) | Rochester, N. Y. | *21 | July 24 | Unknown | ..... | ..... |
| WHTV (TV) | Syracuse, N. Y. | *43 | Sept. 18 | Unknown | ..... | ..... |
| WEEU-TV | Reading, Pa. | 33 | Sept. 4 | Mid-1953 | ..... | Headley-Reed |
| WHUM-TV | Reading, Pa. | 61 | Sept. 4 | Dec. 1 | CBS | H-R Reps. |
| WROV-TV | Roanoke, Va. | 27 | Sept. 18 | Dec. 15 | ..... | Burn-Smith |
| WSLS-TV | Roanoke, Va. | 10 | Sept. 11 | Dec. 1 | NBC | Avery-Knodel |
| WTVO (TV) | Rockford, Ill. | 39 | Sept. 11 | Unknown | ..... | ..... |
| WKNX-TV | Saginaw, Mich. | 57 | Oct. 2 | Unknown | ..... | Holman |
| KFEQ-TV | St. Joseph, Mo. | 2 | Oct. 16 | Unknown | ..... | Headley-Reed |
| WSUN-TV | St. Petersburg, Fla. | 38 | Oct. 9 | May 1 | ..... | Weed |
| WKAQ-TV | San Juan, P. R. | 2 | July 24 | 1954 | ..... | ..... |
| WGBI-TV | Scranton, Pa. | 20 | Aug. 14 | April | ..... | Blair |
| WTVU (TV) | Scranton, Pa. | 73 | Aug. 14 | Dec. 25 | ..... | ..... |
| Great Plains Television Properties Inc., | Sioux City, Iowa | 36 | Oct. 30 | Unknown | ..... | ..... |
| WSBT-TV | South Bend, Ind. | 34 | Aug. 28 | Late 1952 | ..... | Raymer |
| KHQ-TV | Spokane, Wash. | 6 | July 11 | Early 1953 | ..... | Katz |
| KXLY-TV | Spokane, Wash. | 4 | July 11 | Nov. 27 | ..... | Walker |
| WWLP (TV) | Springfield, Mass. | 61 | July 11 | Late 1952 | ..... | Hollingbery |
| KTTS-TV | Springfield, Mo. | 10 | Oct. 9 | April | ..... | ..... |
| WATR-TV | Waterbury, Conn. | 55 | Oct. 30 | Unknown | ..... | ..... |
| WBRE-TV | Wilkes-Barre, Pa. | 28 | Oct. 2 | Dec. 15 | NBC | Headley-Reed |
| WILK-TV | Wilkes-Barre, Pa. | 34 | Oct. 2 | Jan. 1 | ..... | Avery-Knodel |
| WNOW-TV | York, Pa. | 49 | July 11 | Early 1953 | DuMont | ..... |
| WSBA-TV | York, Pa. | 43 | July 11 | Dec. 1 | ABC | Radio Reps |
| WFMJ-TV | Youngstown, Ohio | 73 | July 11 | July 1953 | NBC | Headley-Reed |
| WKBN-TV | Youngstown, Ohio | 27 | July 11 | Early 1953 | ..... | Raymer |
| WUTV (TV) | Youngstown, Ohio | 21 | Sept. 25 | Unknown | ..... | ..... |

* Educational permittees.

# Grant Tempo Rises

*(Continued from page 69)*

Walker dissented from the majority's ruling.

WEST Easton, grantee for uhf Ch. 51 at Bethlehem, reported the new TV outlet would be placed on the air with the greatest possible speed but no firm date can be set now. Equipment has been ordered. It was noted that the station, in a tri-city area, will serve Bethlehem, Allentown and Easton.

KCSJ Pueblo, Ch. 5 grantee, expects to commence operation about March 1, it was reported last week. Equipment is both GE and RCA.

Fred Weber, operator of WFPG Atlantic City, reported Dec. 20 as the commencement date for his newly granted Ch. 46 station. Mr. Weber said his transmitter will be the first factory built 1-kw uhf unit off the RCA line. The antenna is already fabricated, he said. John Pearson Co. will be national representative.

The Ch. 51 grant at Bethlehem to WEST Easton, a Steinman station, followed less than a week after a request by WLAN Lancaster, Pa., that the application be consolidated in a comparative hearing indicated by FCC on the channel change bids of WGAL-TV Lancaster and WDEL-TV Wilmington, Del., also Steinman outlets, involving a question of signal overlap [B•T, Oct. 27, Sept. 22].

The WLAN request was contained in its reply to the McFarland letter of the Commission notifying WLAN that its application for Ch. 8 is mutually exclusive with WGAL-TV's request for the same channel, indicating need for comparative hearing. WLAN also protested FCC's modification of WGAL-TV's license for switch from Ch. 4 to 8, using same power, pending outcome of the Ch. 8 comparative proceeding.

WGAL-TV, meanwhile, has filed detailed answers to the WLAN petitions charging that the latter has misconstrued the facts of the Commission actions in the proceeding.

The exchange of petitions has arisen over the FCC's memorandum opinion and order of Sept. 18 which sought to clarify earlier controversy between the Steinman group and Peoples Broadcasting Co., WLAN licensee [B•T, Sept. 22]. At that time FCC took these actions in its memorandum opinion and order:

**(1) Denied petition of WLAN to reconsider and set aside the Commission's show cause order of the Sixth Report which would change WGAL-TV Lancaster from Channel 4 to 8, but (2) granted WLAN's further petition for comparative hearing of its application for Channel 8 at Lancaster with the application of WGAL-TV to move from Channel 4 to 8, subject to notification as required by Public Law 554 (McFarland letter notification prior to actual designation for hearing); and (3) granted request of WGAL-TV for modification of license to permit operation on Channel 8 with minimum power (ERP 7.2 kw visual) upon "the express condition that such grant is subject to being withdrawn upon the determination of the proceeding involving its application and application of Peoples for Channel 8."**

**Concurrently, FCC announced that WLAN and WGAL-TV were being advised that the application of WLAN for a new station on Channel 8 and the application of WGAL-TV to move from Channel 4 to 8 "are mutually exclusive and indicate the necessity of a consolidated hearing, including an issue on the financial and other qualifications of Peoples."**

**Similar letter was sent to WDEL-TV Wilmington to advise that its application for change from Channel 7 to 12, also pursuant to Sixth Report show cause order, and for boost in ERP to 316 kw, "raises question of common identity of ownership of WGAL Inc. and WDEL Inc. and of the overlap which would result from proposed operations of WDEL-TV and WGAL-TV," indicating "necessity of a hearing with above mentioned WGAL-TV application." FCC required WDEL-TV to file application for operation on Channel 12 with minimum power.**

In all of the Sept. 18 actions, Comr. George E. Sterling dissented on grounds the show cause channel changes were part of the reallocation plan, hence not subject to competitive applications. On the overlap problem, Comr. Sterling noted it was the result of FCC's new engineering standards.

In its reply petition, WGAL-TV charged that "Peoples seems to rely on the theory that, because it has filed an application for a new station to be constructed and operated on Channel 8 in Lancaster, WGAL Inc. has lost all rights as a licensee and any further operation of WGAL-TV was entirely subservient to the misconceived


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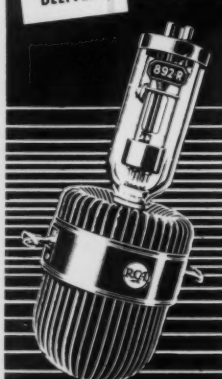

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rights which Peoples has continuously and erroneously alleged."

WGAL-TV continued that "the Commission found, in its decision of Sept. 18, that Peoples has misconceived the actions taken by the Commission, and Peoples again misconceives the action taken by the Commission on July 30 when (it) granted the renewal of license for the continued operation of WGAL-TV on Channel 4, *subject to the Commission's decision on the show cause proceeding.*" WGAL-TV noted WLAN did not protest the renewal action.

Elsewhere in the petition, WGAL-TV pointed out that FCC on Sept. 18 did not grant a pending formal application of WGAL Inc. "The Commission did, however, grant the request of WGAL Inc. to modify its license to operate on Channel 8. *Peoples conveniently forgets that this action of the Commission was taken pursuant to the show cause order contained in the Third Notice of Further Proposed Rule Making* [issued in March 1951, on which Sixth Report is based]. Peoples further forgets that it did not intervene in that show cause proceeding, was not a party thereto, and acquired no rights thereunder."

WGAL-TV argued "the Commission was legally bound to finalize the show cause proceeding and modify the license of WGAL-TV. . . . Simply stated, the Commission did not conditionally grant one of two mutually exclusive, pending applications. Thus, the Commission's decision . . . in no way contravenes the decision of the Supreme Court in the Ashbacker case."

The Steinman station pointed out that WLAN only has been notified of hearing on its application according to the McFarland procedure, hence the hearing has not been formally called at this time. In her dissent, Comr. Henneck wrote as follows:

"I believe that this application by Associated Broadcasters Inc. for a construction permit for a television station in Bethlehem, Pa., raises serious questions of prejudice to the public interest which can only be resolved in a full and complete hearing. The grant of this construction permit will provide applicant with three television stations operating in and almost completely saturating a limited area within a triangle formed by Bethlehem, Lancaster and Wilmington, cities less than 65 miles apart from each other. Within this comparatively small but densely populated region, the persons in control of applicant corporation, in addition to their existing television stations in Lancaster and Wilmington, own and operate six AM and three FM radio stations and several daily newspapers. There is thus already an unusual concentration of ownership and control of the mass media of communications. Clearly, the application for a third TV station in the same vicinity raises a substantial question of monopoly control.

"There is no need here to elaborate upon the harmful consequences of an undue concentration of ownership of these media, particularly in such a limited area. But the general recognition — including Commission policy and regulations—of the objectionable nature of such a concentration from the standpoint of the public interest, should here give the Commission pause. (See particularly Sec. 3.636 of the Commission's Rules and Regulations which require a showing that control of more than one station would 'foster competition' and not result in an undue concentration of control of broadcasting facilities.)

"A thorough investigation of the problems presented by this application is therefore warranted before the applicant secures another TV grant. Such a hearing would be instrumental in evolving some definitive Commission policy and standards on this vital question of concentration and control, the determination of which is so necessary at this critical stage of television's growth after the lifting of the 'freeze'. The Commission's action here sets an unfortunate precedent for dealing with this problem in other areas of the country. And the Commission cannot, on the basis of this application and the other facts before it, make the finding required by Sec. 309(a) of the Communications Act that this grant will serve the public interest, convenience or necessity.

"The concentration of control of the mass media permitted here will be even further aggravated should the Commission grant the proposals of WGAL-TV and WDEL-TV, applicant's presently operating stations in Lancaster and Wilmington, respectively, for increased power and antenna height. Furthermore, these proposed increases in coverage, together with the grant of the instant application for a construction permit, will create an overlap situation between applicant's three TV stations. The Commission has already ruled that WDEL-TV must be made a party to the comparative proceeding in Lancaster involving WGAL-TV because of the resulting overlap between those two stations. Thus, there is no reason why the instant application for Bethlehem, involving a possible overlap with the proposals of both WDEL-TV and WGAL-TV, should not be consolidated with the above-mentioned hearing and an issue included therein as to overlap-multiple ownership resulting from the proposed operations in Wilmington, Lancaster *and* Bethlehem. Such a procedure would permit the Commission to deal directly, realistically and completely with the entire problem at one time. It appears far sounder than a grant of the instant application, pursuant to which the Bethlehem station will be built, thus possibly misleading the applicant itself and seriously limiting the Commission's freedom of action and decision in future proceedings on these issues."


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## ABC Ad Promotion

A ONE-DAY, $17,000 advertising campaign is slated by ABC tomorrow (Tuesday) to promote its election coverage. Advertisements resembling the face of a voting machine will be placed in newspapers in the five cities where ABC owns radio-TV stations: New York, Chicago, Detroit, Los Angeles, and San Francisco. Ads will range from full pages to 400 lines. Cost of the New York campaign, using five newspapers, was placed at $11,000. In the four other cities, using two papers in Chicago and one each in the others, total cost was estimated at $6,000.

## FCC Roundup

*(Continued from page 107)*

program director for WBSR; Treasurer **Leonard Zepp** (31%), engineer-announcer for WBSR, and Secretary **Kirke M. Beall** (7%), attorney and former 10% owner of WBSR. Post office address is 121 West Pine Ave., Crestview, Fla. Filed June 5, 1951; granted Oct. 24, 1952.

**Prestonburg, Ky. — Elkhorn Bcstg. Corp.** Granted 1270 kc, 1 kw daytime, antenna 205 ft.; engineering conditions. Estimated construction cost $27,300, first year operating cost $35,000, revenue $42,500. Principal stockholder is **DuRan Moore,** county court clerk for Floyd County, Prestonburg; there are nine other Kentucky businessmen associated with Mr. Moore in the corporation. Post office address is % Cordell Martin, Knott County Attorney, Hindman, Ky. Filed Dec. 10, 1951, amended July 17, 1952; granted Oct. 24, 1952.

**Oakdale, La.—Louisiana Bcstg. Service.** Granted 900 kc, 250 w daytime, antenna 240 ft.; engineering conditions including acceptance of such interference as would result from the operation presently proposed in application of A. R. Blossman Inc., Covington, La., which seeks 900 kc, 1 kw daytime, antenna 245 ft. [FCC ROUNDUP, B•T, Dec. 3, 1951]. Estimated construction cost $11,550, first year operating cost $24,000, revenue $30,000. Principals include equal (50%) general partners **Cyril W. Reddoch,** 50% owner of KDLA DeRidder, La., and 25% owner of Dixieland Bcstg. Co., applicant for new AM station in Sulphur, La., and **Klien Evans,** chief engineer for KDLA and 25% owner of Dixieland Bcstg. Co. Post office address is % Cyril W. Reddoch, P. O. Box 421, Sulphur, La., or % Cyril W. Reddoch, Station KDLA, DeRidder, La. Filed Feb. 11, 1952; granted Oct. 24, 1952.

**Rumford, Me.—Rumford Publishing Co.** Granted 1450 kc, 250 w fulltime, antenna 195 ft.; engineering conditions. Estimated construction cost $15,078; first year operating cost $27,500 to $32,000, revenue $40,000. Principals include President **Melvin L. Stone** (49.815% of voting stock), president of Rumford Publishing Co. (publisher of five weekly newspapers), and Vice President **Peter A. Isaacson** (50% of voting stock), vice president of Rumford Publishing Co. Post office address is 42 Prospect Ave., Rumford, Me. Filed Jan. 23, 1952; granted Oct. 24.

**Leonardtown, Md.—Southern Maryland Bcstrs. Inc.**—Granted 1370 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost $23,427, first year operating cost $30,000, revenue $48,000. Principals include President **James L. Bittner** (33⅓%), chief engineer of WNNT Warsaw, Va., and owner of James L. Bittner Music Shop and Radio Service, Warsaw; Vice President **Charles E. Springer** (33⅓%), program manager for WNNT, and Secretary-Treasurer **William C. Redd** (33⅓%), commercial manager for WNNT. Post office address is % James L. Bittner, P. O. Box 196, Warsaw, Va. Filed Feb. 29, 1952, amended Sept. 23, 1952; granted Oct. 24, 1952.

**Batesville, Miss.—Panola Bcstg. Co.** Granted 1290 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost $23,904, first year operating cost $23,000, revenue $30,000. Principals include equal (⅓) partners **Travis A. Palmer,** chief engineer for WSSO Starkville, Miss.; **Harold B. McCarley,** staff announcer for WRBC Jackson, Miss., May 28, 1952, to July 15, 1952, and **James P. Hartness** (silent partner), 25% owner of WSSO. Address is % Harold B. McCarley, P. O. Box 12, Batesville, Miss. Filed May 1, 1952, amended Sept. 13, 1952; granted Oct. 30, 1952.

**Boonville, Mo.—William R. Tedrick.** Granted 1370 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost $14,265, first year operating cost $36,000, revenue $60,000. Sole owner is **William R. Tedrick,** general manager and 25% owner of WOKZ Alton, Ill. and ⅓ owner of Red Rock Bottling Co., Poplar Bluff, Mo. Post office address of Mr. Tedrick is 1522 Spaulding Ave., Alton, Ill. Filed Mar. 5, 1952; granted Oct. 30, 1952.

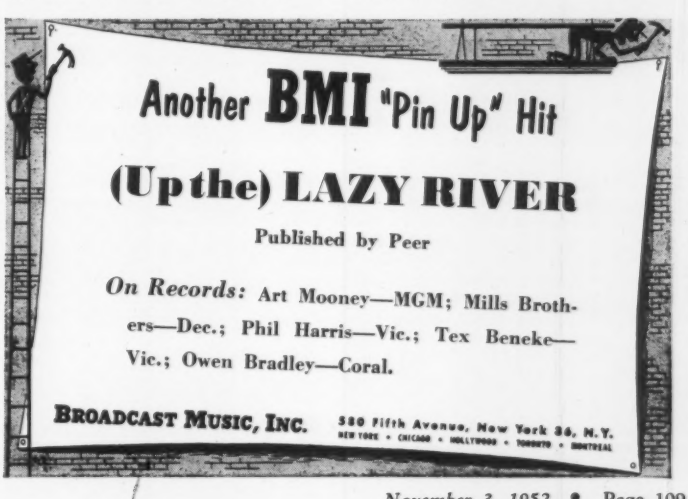
**Idabel, Okla. — Idabel Bcstg. Co.** Granted 1240 kc, 250 w fulltime; engineering condition. Estimated construction cost $9,100, first year operating cost $25,000, revenue $28,000. Sole owner is **Winston O. Ward,** owner and manager of KIMP Mount Pleasant, Tex. Post office address of Mr. Ward is P. O. Box 990, Mount Pleasant, Tex. Filed Feb. 13, 1952; granted Oct. 30.

**Punxsutawney, Pa. — Punxsutawney Bcstg. Co.** Granted 1540 kc, 1 kw daytime, antenna 315 ft.; engineering condition. Estimated construction cost $18,435, first year operating cost $35,000, revenue $42,000. Principals include **Sheridan W. Pruett** (52%), proprietor of Pruett Auto Service & Coal Co., Bluefield, W. Va.; **A. C. MacCumbee** (26%), sales engineer for Bearing Service Co., Pittsburgh, Pa., and **Charles M. Erhard Jr.** (22%), salesman-announcer for WHIS Bluefield, W. Va. Post office address is Punxsutawney Bcstg. Co., P. O. Box 38, Punxsutawney. Filed May 9, 1952; granted Oct. 24, 1952.

**Lubbock, Tex. — Hub Bcstg. Co.** Granted 1460 kc, 500 w daytime, antenna 200 ft. Estimated construction cost $14,250, first year operating cost $40,000, revenue $55,000. Engineering condition. Principals include equal (20%) partners **R. Briggs Irvin,** Lubbock attorney; **J. C. Sanders,** owner of Lubbock Tailoring Co., Lubbock; **Rolan Simpson,** partner with Avinger Lumber Co., Lubbock; **Wayne D. Tibbs Jr.,** program director for KSEL Lubbock, and **James G. Jarrett,** accounting and traffic for KSEL. Post office address is % R. Briggs Irvin, 253 Cotton Exchange Bldg., Lubbock. Filed March 12, 1952, amended June 16, 1952; granted Oct. 24, 1952.

**Narrows, Va. — Giles Bcstg. Co.** Granted 990 kc, 1 kw daytime, antenna 240 ft. Estimated construction cost $23,363, first year operating cost $30,000, revenue $36,000. Engineering condition. Sole owner is **H. J. Romanus,** manager and owner of controlling interest in Romanus Inc. (retail dry goods department stores), Narrows, Va., and Pearisburg, Va. Post office address of Mr. Romanus is Narrows, Va. Filed March 21, 1952, amended May 26 and June 25; granted Oct. 24, 1952.

**Roanoke, Va.—Cy N. Bahakel.** Granted 1410 kc, 5 kw daytime, antenna 200 ft. Estimated construction cost $31,650, first year operating cost $40,000, revenue $60,000. Engineering conditions. Sole owner is **Cy N. Bahakel,** licensee of WKOZ Kosciusko, Miss., and WKIN Kingsport, Tenn. Filed March 14, 1952, re-filed and amended March 31; granted Oct. 30, 1952.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## KMPC SALE TO BE WRAPPED UP THIS WEEK

SALE OF KMPC Los Angeles for $800,000 gross, to Gene Autry, cowboy singing star (and principal owner of KOOL Phoenix, KOPO Tucson), Robert O. Reynolds, present vice president and general manager and station associates, will be wrapped up by mid-week (Wednesday). Subject to FCC approval, they are acquiring station from estate of G. A. (Dick) Richards which also controls WJR Detroit and WGAR Cleveland, plus 15% stock of Frank E. Mullen, former NBC executive vice president and that of other minority holders. Licensee's corporate name remains "KMPC The Station of the Stars," but as California corporation, with new officers to be elected probably today (Nov. 3).

## NEW WDTV (TV) STUDIOS

PLANS for construction of new studios and business offices for DuMont television network's WDTV (TV) Pittsburgh in new Gateway Center there was made today by Chris Witting, DuMont's director and general manager. Station will occupy three lower floors of unit in Gateway Center, development under construction by Equitable Life Assurance Society. Lease provides 34,000 square feet of space.

New facilities will include two studios, measuring 73 by 73 and 44 by 41 respectively. Offices directly associated with production will be on first floor with studios, while additional production offices, rehearsal rooms and talent lounges will be on basement floor. WDTV's executive offices, master control and film projection facilities will occupy top floor.

New headquarters for WDTV, one of DuMont's three owned-and-operated stations, will be ready for occupancy in late spring or early summer of 1953, Mr. Witting said. New quarters for WTTG (TV), DuMont's Washington outlet, were recently established in Raleigh Hotel while construction is entering final phase on center at 205 E. 67th St. for WABD (TV) New York.

## TV PROTEST DISMISSED

FCC Friday dismissed protest by Valley Television Co., Youngstown, Ohio, against Sept. 19 grant of CP to Polan Industries, Youngstown, for new TV station on uhf Ch. 21. Polan had contended Valley protest [B•T, Oct. 20] was without merit and repetitious pleading.

## KDSH SALE APPROVED

SALE of two-thirds interest in KDSH Boise, Ida., for $109,000 by Saul Haas to Willis C. Moffatt and associates granted by FCC Friday. Mr. Haas heads KIRO Seattle. Approval also given sale of WXLW Carlisle, Pa., by Philip Mathews for $70,000 to Richard Field Lewis Jr., owner WINC Winchester, Va.

## NEW TYPE COAX CABLE

PHELPS DODGE Copper Products Corp. has delivered 4,000 feet of Styroflex coaxial cable to International Telemeter Corp. for installation in community antenna, feeding TV set owners in Palm Springs, Calif., reported as first such use of this type of cable.

## NEWSMEN DODGE TRAIN

GROUP of radio newsmen forced to jump off railroad tracks in hurry Friday morning when Democratic campaign train overshot scheduled stopping place at Silver Spring, Md., station. Newsmen were stationed with mikes at point beyond spot where train was to stop. They moved up when train halted but barely scrambled to safety when train moved another 10 feet. TV crews were safe atop trucks parked beside tracks. Crowd estimated at about 1,500 had gathered despite absence of Gov. Adlai Stevenson.

## RTMA ASKS REVERSAL OF PRICE CONTROL RULING

POLICY decision by Economic Stabilization Agency on OPS reimposition of price controls on radio, TV and phonograph parts asked Friday by James D. Secrest, executive vice president of Radio-Television Mfrs. Assn. He asked Administrator Roger L. Putnam to rescind OPA's Oct. 24 order restoring controls [B•T, Oct. 27].

RTMA contends OPS action was contrary to economic stabilization policy, based on erroneous premise, and "arbitrary and capricious." It was pointed out that order falls most heavily on small manufacturers who are least able to afford legal and accounting staffs necessary to keep check on price ceilings.

## Business Briefly

*(Continued from page 5)*

through William Esty Co., N. Y., planning radio spot campaign in selected markets for December.

AMAZO CAMPAIGN ● Amazo Dessert, N. Y., through Kenyon & Eckhardt, that city, preparing radio spot campaign using evening spots, minutes and breaks on West Coast, effective Nov. 17 through end of March.

BEVERAGE DRIVE ● Orange-Crush Co., Chicago, for Orange Crush and Old Colony beverages, plans use of radio spot on cooperative basis in some 200 markets. Local bottlers will select starting time, number of spots and duration, dealing directly with local stations. Heaviest campaign normally comes after winter months except in southern areas. Newly-appointed agency for parent company: H. W. Kastor & Sons, same city. John Gillis is account executive.

## DEWEY TELETHON

TWENTY quarter-hours between 6 a.m. and 10 p.m. today (Monday) on WOR-TV New York bought by Republican National Committee for election eve semi-telethon by New York Gov. Thomas E. Dewey, similar to one he conducted on own behalf on same station during his 1950 campaign for governor. His total five hours on camera during 16-hour period today compares with 1950 total of 4½ out of 18. Agency: BBDO, N. Y.

# PEOPLE...

**FRANK McCORD**, director of research for Cecil & Presbrey, N. Y., named vice president in charge of research and merchandising. Winsor H. Watson Jr., account executive with same agency, also named vice president and account supervisor.

**EDWARD RATNER**, radio-TV copy chief of Product Services Inc., to Friend Reiss McGlone, N. Y., advertising agency, as radio-television director.

**JOYCE C. HALL**, president of Hall Bros., Kansas City (Hallmark cards), (see "Our Respects to . . .," page 58) received American Cancer Society's distinguished service crusade award for sponsorship of *Hall of Fame* program (NBC-TV, Sun., 10-10:30 p.m. EST) on which appeared *Ordeal By White House* drama dealing with President Grover Cleveland's cure of cancer.

**BOB DAVIS**, MBS presentation writer, to research and promotion staff of Headley-Reed Co., N. Y., station representative.

## NEW TV APPLICATIONS

FIVE new and amended applications for TV stations received at FCC Friday afternoon. They are:

**New Applications**

**Fayetteville, N. C.—Rollins Bcstg. Inc. (WFAI)**, uhf Ch. 18, ERP 212.4 kw visual, 112.4 kw aural; antenna height above average terrain 478 ft., above ground 551 ft. Estimated construction cost $264,340, first year operating cost $150,000, revenue $175,000. Applicant also seeks new TV station in Dover, Del. [see TV APPLICATIONS, page 78].

**Amarillo, Tex.—The Texan Telecasting Co.**, vhf Ch. 7, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 832 ft., above ground 813 ft. Estimated construction cost $626,946, first year operating cost $173,000, revenue $194,000. Sole owner of applicant is **Mrs. Loula Mae Harrison**, president and principal stockholder of Prairie Oil & Gas Co., and owner of L. C. Harrison Oil Co., Dallas.

**San Angelo, Tex.—Westex Television Co. (KTXL)**, vhf Ch. 8, ERP 10.9 kw visual, 5.45 kw aural; antenna height above average terrain 419 ft., above ground 443 ft. Estimated construction cost $165,000, first year operating cost $222,000, revenue $250,000. Equal partners are **Armistead D. Rust**, mayor of San Angelo and president of KTXL, and **B. P. Bludworth**, owner of Brownwood (Tex.) Poster Service Co. and vice president of KTXL.

**Amended Applications**

**Baton Rouge, La.—Baton Rouge Bcstg. Co. (WJBO)**, change to vhf Ch. 2, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 424 ft., above ground 478 ft. Estimated construction cost $421,388, first year operating cost $289,063, revenue $345,000. (Change from vhf Ch. 10). [For application, see B•T, July 7.]

**Meridian, Miss.—Mississippi Bcstg. Co. (WCOC)**, uhf Ch. 30, ERP 210.5 kw visual, 105.2 kw aural; antenna height above average terrain 500 ft., above ground 251 ft. [Applicant also seeks new TV station in Jackson, Miss.; see B•T, July 21.]

## CBS-TV QUARTER HOURS

SALES of two additional weekly quarter-hours of *Garry Moore Show* on CBS-TV (Mon.-Fri., 1:30-2 p.m.) reported Friday: Masland Rug Co., Carlisle, Pa., to sponsor Mon. 1:30-45 segment effective Jan. 26 through Anderson & Cairns, N. Y., and Ballard & Ballard (bread products) to sponsor Tues. 1:45-2 p.m. period starting Dec. 2 through Campbell-Mithun, Minneapolis.

## USE OF RADIO, TV TOPIC

USE OF RADIO and TV for increased retail sales will be discussed by panel of retailers who have used broadcast media successfully at 2nd annual convention of National Retail Dry Goods Assn., to be held Jan. 12-15 at Hotel Statler, New York.



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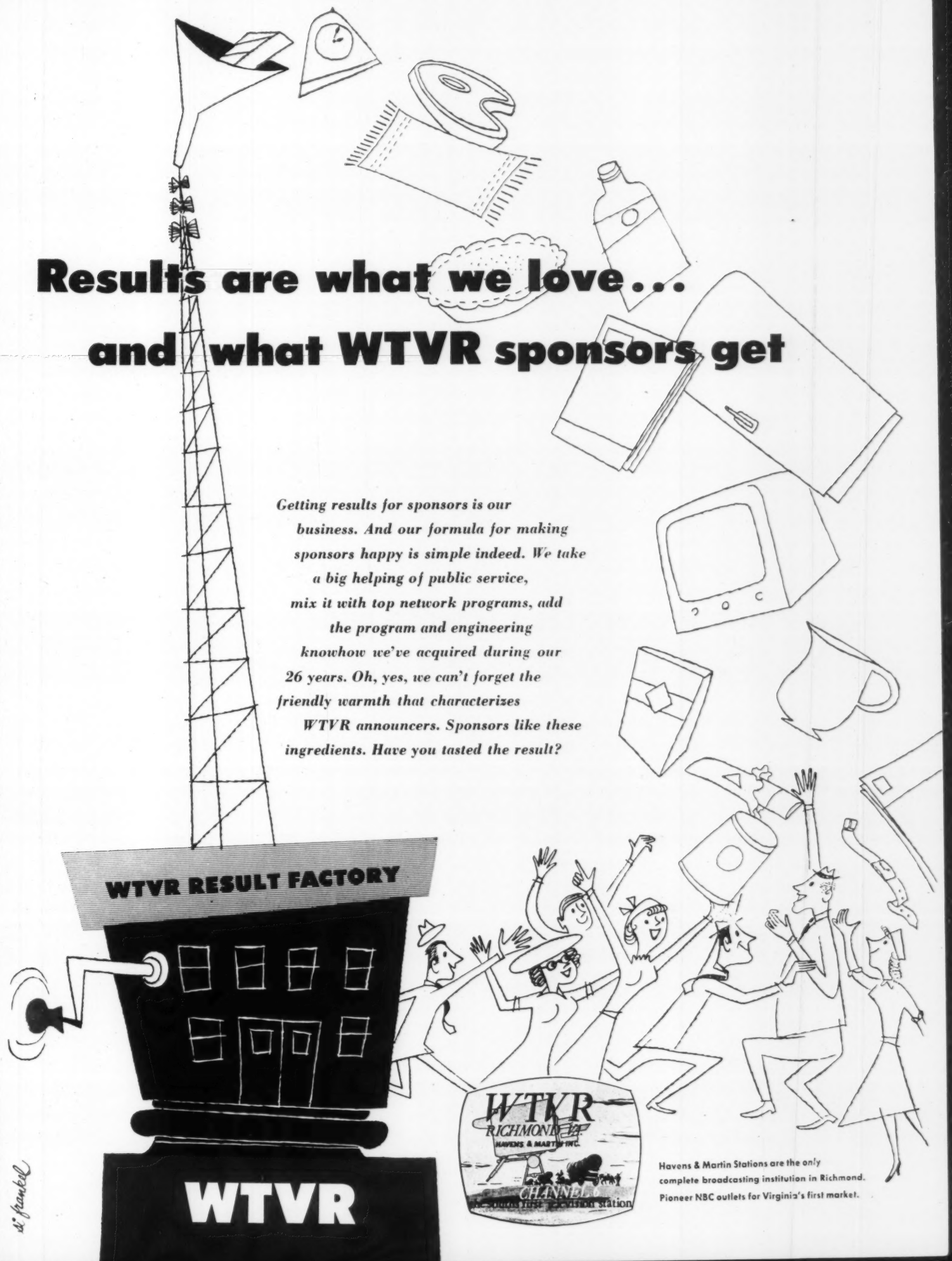
# Results are what we love...
# and what WTVR sponsors get

*Getting results for sponsors is our business. And our formula for making sponsors happy is simple indeed. We take a big helping of public service, mix it with top network programs, add the program and engineering knowhow we've acquired during our 26 years. Oh, yes, we can't forget the friendly warmth that characterizes WTVR announcers. Sponsors like these ingredients. Have you tasted the result?*




Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market.

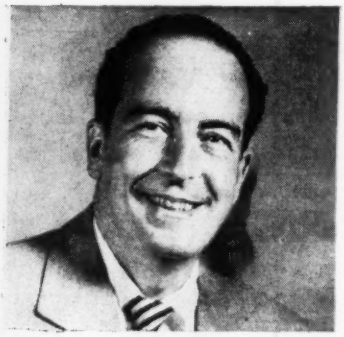
# WWJ's *New Listens*

**BOB MAXWELL** . . . Fraternity of Early Risers. A *New Listen* at 6:30 A. M. Monday through Friday.

**JOHN MERRIFIELD** . . . News for Detroiters. A *New Listen* at 7:00 A. M.—9:00 A. M.

**VICTOR LINDLAHR** . . . "To Your Health." A *New Listen* at 9:15 A. M. Monday through Friday.

**TOM MacMAHON** . . . News From The Editor's Viewpoint. A *New Listen* at 1:00 P. M. and 2:00 P. M.



**ROSS MULHOLLAND** . . . Detroit's most-quoted disc jockey. A *New Listen* at 1:05 P. M. Monday through Friday.

**CHARLES PENMAN** . . . The Voice With Music. A *New Listen* at 7:00 P. M. Monday through Friday.

Detroit's Station of *New Listens* . . . .

WWJ AM-FM
Basic NBC Affiliate
First Michigan TV Station, WWJ-TV

AM—950 KILOCYCLES —5000 WATTS
FM—CHANNEL 246 —97.1 MEGACYCLES

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